



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE
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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Report

Event: Workshop on Research Methodology
Theme: Research Design
Convener: Dr. Rohtash Kumar
Co-Convener: Dr. Garima Singh
Resource Person: Dr. Pooja Sharma, Associate Professor, DSPSR, Delhi
Participation: BBA
Date: 22.03.2021
Time: 01:40 PM onwards
Platform: Online (Zoom)
Zoom Id: 2393756437
Password: BVUSDE

OBJECTIVES OF THE EVENT:

- To enhance research skills among students.
- To understand some basic concepts of research and its methodology.
- To familiarise students how to Organize and conduct research (advanced project) in appropriate manner
- To access how the new practices, technology and strategies will contribute to the overall effectiveness in research.

REPORT

Workshop on Research Methodology was organized by BBA Dept for fourth and 6th semester students on dated 22 March, 2021 (Monday). Dr. Pooja Sharma,

Associate Prof. DSPSR, GGSIPU, New Delhi conducted workshop as resource person. The lecture circled around the difference between exploratory, descriptive and casual research design and the need to study conditions that brought about socio-economic activities in research.

HOW TO CHOOSE A RESEARCH DESIGN?

- WHAT IS YOUR RESEARCH PROBLEM OR TOPIC?
- WHAT ARE THE OBJECTIVES OF THE RESEARCH STUDY?
- AND ESSENTIALLY WHAT IS YOUR RESEARCH METHODOLOGY?

Resource person focuses on different research Design. Further how to conduct a research, methods of research, where to collect required data and information during the research process and also explained the difference between reliability and validity during hypothesis testing. She has also discussed about generalization, elements of research design (Qualitative and Quantitative Research) among the students.

Reliability vs Validity

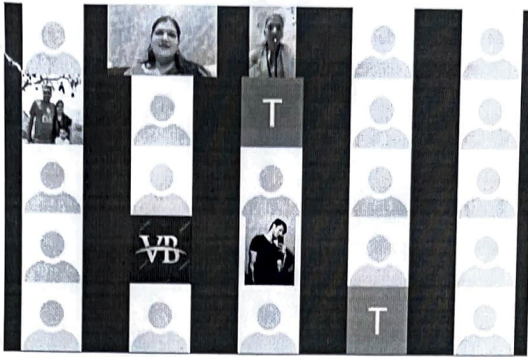
In an experiment, you need to pay attention to many things. Arguably, two of the most important ones are reliability and validity; your experiment needs to be both reliable and valid, in order for it to make sense and provide you with quality results.

DEFINITION	DEFINITION
RELIABILITY is the extent to which the outcomes are consistent when the experiment is repeated more than once.	VALIDITY is the extent to which the instruments that are used in the experiment measure exactly what you want them to measure.

Participants listed on the right:

- Dr. Pooja Sharma
- ROHTASH G...
- Vipin bhat (...)
- Dr. Garima Singh
- Dr. Pooja Sharma (Host)
- Sneha Tomar, BBA-6th Sem, 2023
- AD 03723301719: Anshu Chaur...
- ANAKSHILU DHONVISA
- Arushi
- Shavya
- Ujjwal Sharma
- Dr. Sakshi Singh
- MS 03723301719: 03723301719
- MC Harshita Khat...
- H Harshita Singh
- AK Nigita Bhatnagar
- JK Anshu K...

During the workshop students interacted with the resource person. In this workshop, 70 Students were participated from BBA -4th Sem and 6th semester (1st and 2nd shift).



Exploratory Research

Exploratory research is used to explore a problem or to gain a better understanding of a problem. It is often used to generate hypotheses for more formal research.

Conclusive Research

Conclusive research is a type of research that aims to get conclusions based on objectives and problems.

QUANTITATIVE RESEARCH

Quantitative research is a type of research that uses numerical data and statistical analysis to test hypotheses and answer research questions.

What is Generalization?



John's mother dieted a lot and so does his wife. He thinks that all women diet all the time. Refers to making broad conclusions from one or very few facts.

Learning outcome:

- Students learnt about research design
- The workshop will be used by the students and will be helpful when they will get involve to conduct research during summer internship when designing a research study from its inception to its report.
- Students learned ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
- Students learned steps involved in identifying and selecting a good instrument to use in a study.
- Students learnt current uses of reliability and validity in educational research.
- Students will be able to distinguish between a population and a sample.



**Workshop On
Research Design
On 22.03.2021 (Attendance)**

S.No	ENROLLMENT NO.	NAME	DEPARTMENT
1	12921301719	AAYUSH	BBA
2	11817001719	ADITYA BHARDWAJ	BBA
3	35721301719	ADITYA RAJPUT	BBA
4	11821301719	AYUSH ANAND	BBA
5	12617001719	AYUSH GUPTA	BBA
6	11521301719	AYUSH JALAM	BBA
7	10617001719	BHUVAN SINGH BISHT	BBA
8	01917001719	CHAINIKA GAMBHIR	BBA
9	12621301719	DEEPANSHU GOEL	BBA
10	11921301719	DEEPANSHU MITTAL	BBA
11	03917001719	DEVANSH BORA	BBA
12	35821301719	DHRUV GOYAL	BBA
13	14217001719	DISHA BANSAL	BBA
14	00117001719	GAGAN GOEL	BBA
15	06117001719	HARDIK SHARMA	BBA
16	00217001719	HARDIK SUNEJA	BBA
17	04017001719	HARSHIT ASIJA	BBA
18	11917001719	HIMANSHI GOGIA	BBA
19	12717001719	JAHNVI NAYYAR	BBA
20	00517001719	JATIN KUMAR	BBA
21	12017001719	KANISHKA KALRA	BBA
22	10717001719	KHYATI KHANNA	BBA
23	13117001719	KRITI NAGI	BBA
24	04117001719	KUNAL BANSAL	BBA
25	10817001719	LAKSHIT ARORA	BBA
26	12917001719	LAVYA SALUJA	BBA
27	12721301719	LOVISH ARORA	BBA
28	14317001719	MAHAK MALHOTRA	BBA
29	03717001719	MANAV JAWA	BBA
30	13017001719	MANSI BHARDWAJ	BBA
31	14417001719	MEHUL BHALLA	BBA
32	35921301719	NAMAN JINDAL	BBA
33	11621301719	NANCY SALHOTRA	BBA
34	02017001719	PANSY KHAJURIA	BBA
35	11017001719	PAWAN SAINI	BBA
36	14017001719	PRIYA TIWARI	BBA
37	13221301719	PULKIT JAIN	BBA
38	12821301719	RAGHAV GOYAL	BBA
39	02117001719	RAHUL KHANNA	BBA
40	12021301719	RAKSHIT RANA	BBA
41	03817001719	RIYA CHADHA	BBA
42	10917001719	RIYAZ MONGA	BBA
43	11117001719	ROHAN CHOUDHARY	BBA
44	00617001719	RUDRANSH SHARMA	BBA
45	06317001719	SAKSHI SHARMA	BBA
46	06217001719	SANYAM AHUJA	BBA
47	14117001719	SHIVAM KANSAL	BBA
48	11721301719	SHREY AGGARWAL	BBA
49	12817001719	TANYA AILAWADI	BBA
50	00317001719	TARINI AGGARWAL	BBA
51	04217001719	TUSHAR BHATIA	BBA
52	05417001719	TWINKLE DHINGRA	BBA
53	02317001719	UMAR FAROOQ	BBA
54	13217001719	YASH RAJ	BBA
55	03617001719	YASHIKA TANWAR	BBA
56	2317001718	ISHA CHAUBEY	BBA

	121301718	ABHIT BUDHIRAJA	BBA
58	41221301718	PIYUSH MEHTA	BBA
59	6517001718	SIMRAN GROVER	BBA
60	1921301718	JOYSHREE KARMAKAR	BBA
61	4821301718	VIPUL YADAV	BBA
62	2621301718	MANSI	BBA
63	4721301718	VIJAY SINGH BISHT	BBA
64	4821301718	VIPUL YADAV	BBA
65	46521301718	VANSHIKA GOEL	BBA
66	41421301718	TANAYA SINGH AHUJA	BBA
67	4821301718	VIPUL YADAV	BBA
68	2621301718	MANSI	BBA
69	4721301718	VIJAY SINGH BISHT	BBA
70	4821301718	VIPUL YADAV	BBA

Nal

(Dr. Nainita Mishra)
HOD, BBA

Gracima
25/3/21

(Dr. Gracima Singh)
Co-Convener

Dr. K...
28/3/21
Convener

9/4/2021