



Maharaja Agrasen Institute of Management Studies
(A unit of Maharaja Agrasen Technical Education Society)
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC
NAAC Accredited with Grade "A++"



Recognized by Bar Council of India; ISO 9001:2015 Certified Institute
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DEPARTMENT OF COMMERCE

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Friday, 3rd May 2024

VALUE ADDED COURSE

“Research Fundamentals and Writing”

Academic Year: 2023-2024

Name of Event: Value Added Course on “Research Fundamentals and Writing”

Resource Person: Faculties from Department of Commerce

Date of the Event: 4th March 2024- 2nd May 2024

Time of the Event: 3 to 4 pm

Location: Google Meet

Number of Students participated: 60

“Research Fundamentals and Writing”

Maharaja Agrasen Institute of Management Studies, Department of Commerce under the aegis of IQAC started a Student Training Programme “**Research Fundamentals and Writing**”. The course was started for the undergraduate students of MAIMS and other institutes. Registration for the same began on 7th February, 2024 and classes started from 4th March, 2024 and ended on 2nd May, 2024. With 30 sessions of an hour each, the course was of 30 hours duration in total.

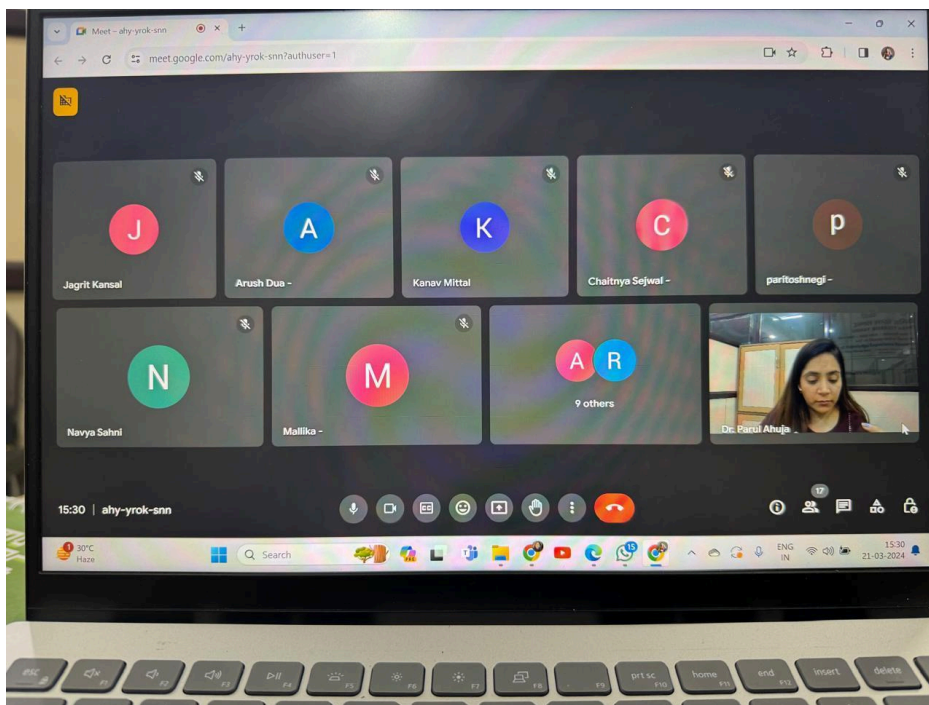
This course is aimed at exposing participants to the various new research methodological tools in the academic and corporate world. It provides the insights into the fundamentals and basics of research with focus on various contemporary research methodologies, art of writing research papers. Fundamental scientific research is driven not by commercial or practical considerations, but by sheer scientific curiosity. This type of research has laid the foundations for many of today's most important innovations. Similarly, research writing can help writers to explore new topics, and it can provide them with the information they need to develop fresh and innovative approaches to writing.

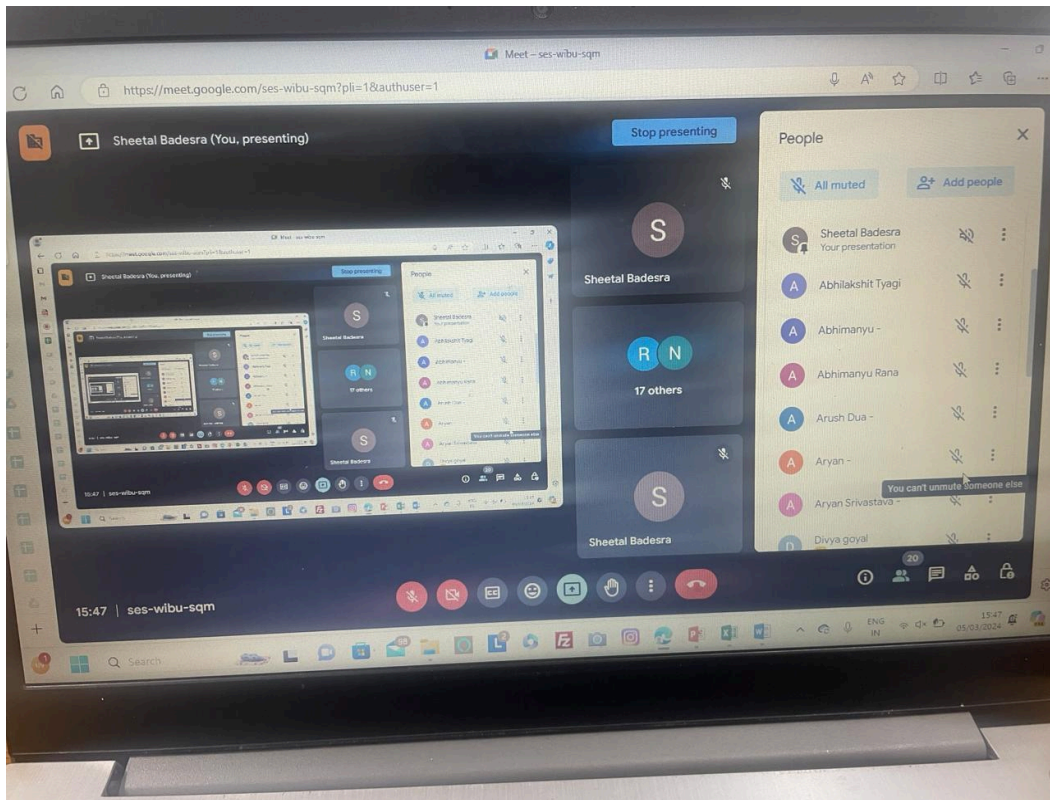
The certificate course was headed by Prof. (Dr.) Manju Gupta, Head, Department of Commerce. The course was convened by Dr. Parul Ahuja, Assistant Professor, Department of Commerce and Ms. Srishti Garg, Assistant Professor, Department of Commerce. Fourteen internal faculty members namely Prof. (Dr.) Manju Gupta, Dr. Anil Kumar Goyal, Dr. Rachna Jain, Dr. Geetanjali Gupta, Mr. Praveen Kumar Singh, Ms. Taranpreet Kaur, Dr. Kamal Gupta, Dr. Sheetal Badesra, Ms. Divisha Gupta, Ms. Durga Aryal, Ms. Shreya Garg, Dr. Parul Ahuja, Ms. Srishti Garg acted as the resource person for the course covering various topics of research as per their expertise. Google meet was the online platform chosen for the conduct of classes. In total 60 students registered and completed the course. At the end of every topic, students were required to fill a feedback form. They were also required to participate in a short multiple choice question quiz after every topic. Criteria of certification is threefold i.e., Attendance, Feedback form and Completion of multiple-choice question quizzes that were conducted from time to time.

The course had been started with the topics that were chosen to keep in mind the requirements of students in further studies and the need of the market. Almost all the topics were covered by resource persons in detail. Practice questions were given to students in class so as to give them hands-on experience with data. In total 2 sessions were taken by all faculties and additional classes were taken up by Dr. Parul Ahuja, Ms. Srishti Garg, Dr. Kamal Gupta and Ms. Durga Aryal respectively.

Such courses provide expert guidance to students & help them in building their resumes. It gives them an edge over others when it comes to working in the corporate world. The course began with a discussion on types of research, qualitative research approaches, looking at focus groups, personal interviews, ethnography, case study and action research. The students learnt about the nature and scope of secondary data and continued with a discussion of primary data and the importance of measurement. The discussion around quantitative research methods with a focus on softwares such as Statistical Package for Social Sciences (SPSS), AMOS and PLS and survey methodology helped students to

understand the behaviour and performance of a business. The lectures covered topics on the sampling design process and different sampling approaches, including probability, non-probability sampling, sample size and non-response issues. The role of the Internet in market research and a discussion about non-comparative scaling techniques along with discussion on different data collection approaches with a focus on observation, case study and content analysis were covered in the online classes. The week continues with a focus on narrative research, phenomenology and the action research project. The sessions on the importance of ethics in research and writing a research paper was very important for enhancement of understanding research in academia. Students learnt the art of collecting, processing, analysing and presenting the research data. The credit for this initiative goes to Prof. (Dr.) Manju Gupta, Chief Coordinator of the Programme and Head, the Department of Commerce who worked under the able guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their constant support and encouragement helped in the successful accomplishment of this course. After the completion of the sessions, certificates were distributed to all the 60 students who were able to qualify for the Value-Added Course and to all the resource persons.





Dr. Parul Ahuja & Ms. Srishti Garg

[Convener, Assistant Professor, Department of Commerce]