

**WORKSHOP ON  
DATA ANALYSIS  
&  
REPORTING RESEARCH**

**2<sup>nd</sup> - 8<sup>th</sup> July, 2019**

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*Organized by*

**Department of Business Management  
VAAGDEVI DEGREE & PG COLLEGE**

Kishanpura, Hanamkonda-506 001

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## VAAGDEVI DEGREE & PG COLLEGE

Vaagdevi Degree and P.G. College is one of the oldest and prestigious educational institutes in Telangana State, catering to the higher educational needs of the region. It was established in 1993 by Viswambhara Educational Society and affiliated to Kakatiya University. The college is managed by eminent educationists and social workers who are dedicated to the cause of imparting quality and value based education to the people of the State. Over the years, the College has the approach of developing overall personality of students. The College was started in 1993 with strength of 40 students. Slowly and steadily, the College expanded in terms of courses as well as student strength and today it is considered as one of the premier colleges of the Northern region imparting higher education in the State.

The College is located at Kishanpura/Ramnagar, the heart of the city and easily accessible from any corner of the city. Goddess Saraswathi Temple in the campus gives inspiration to students, management, faculty and employees. The college provides state of the art infrastructure. Apart from teaching, the college is committed to develop all round personality of students which help them to enter the world with confidence and motivation. Regular skill development and training programmes are arranged through internal faculty as well as external training agencies. The Training and Placement Cell of the College also provides career guidance to students and provides many value added programmes beyond the syllabus.

## DEPARTMENT OF BUSINESS MANAGEMENT

The MBA Programme of Vaagdevi Degree & PG College was started in 1995 and now 23 batches have passed out successfully from the College. It is affiliated to Kakatiya University and recognized by AICTE and Government. AICTE's first approval was given with an intake of 30 and the intake is enhanced to 360(2017). The MBA Programme is managed by Department of Business Management. Ever since the inception of MBA Programme, the College has been striving to provide professional and quality education to meet the expectations of industry and academics.

The MBA programme is run in a separate four storeyed building equipped with the state of the art infrastructure including spacious class rooms with LCDs, audio visual teaching aids, well equipped computer lab, rich library, seminar halls, conference hall, syndicate rooms, etc., The intellectual capital of the Department includes qualified, experienced and dedicated faculty with specialization in marketing, finance and human resource management. Many students of the Department have settled in abroad by engaging themselves as teachers and executives in various organizations. The faculty members have actively engaged in research and published National and International Journals. The Department has conducted National Seminars and Faculty Development Programmes on various contemporary themes.

## THE PROGRAMME

The goal of research is not just to discover something, but to communicate that discovery to a larger audience. If the research report enables the intended audience to understand the results, the research can be judged a success. If intended audience is not able to learn about the study, the research should be judged a failure, no matter how expensive the research, how sophisticated its design or how much the researcher invested in it. Research methodology, a critical component of training in research programmes has not received the attention it deserves in most academic institutions in India. Research data often remains unanalyzed and unpublished due to inadequate exposure of the usage of data analysis. All researchers write up their results for other people to read. But, the fact is that many research projects fail to produce a research report. There are many research reports that are very incomplete or poorly written or that speak to only one of several interested audience. The failure may not be complete, but the report's full potential is not achieved.

Today, wide varieties of user-friendly software are available for Data Analysis which includes Statistical Package for Social Sciences (SPSS). SPSS is a Software package for researchers willing to analyze quantitative data. Most researchers find dealing with quantitative data quite uncomfortable. But, the ability to perform quantitative data analysis is increasingly becoming an important skill for researchers. The proposed workshop aims at (a) disseminating knowledge on various approaches, tools and techniques of scientific research in management (b) providing real-time experience to the participants on the usage of SPSS software in Data Analysis (c) disseminating rules of style in scientific writing and providing instruction on Scientific Reporting (d) sensitizing the participants on the essential elements of APA Style manual.

## REGISTRATION

The workshop is conceptualized for faculty members and research scholars to facilitate them to acquaint with paradigms shifts in research methodology. The participants of the proposed workshop will be: (a) faculty members of constituent and affiliated colleges of Universities offering commerce and management courses (b) registered research scholars of Universities offering commerce and management courses in the State of Telangana. Interested teachers and research scholars may submit the registration form to the Program Director before 29-06-2019 by paying a nominal delegation fee of Rs.1000 in the form of Demand Draft/Bank order payable at Warangal in favor of Director-MBA programme, Vaagdevi Degree and PG College, Warangal. The programme is non-residential and out station participants have to make their own arrangements for stay and food. However, the Department will arrange snacks and tea to the participants free of cost during the sessions.

### Venue of the Programme

#### Department of Business Management

Vaagdevi Degree and PG College  
Kishanpura, Hanamkonda.

### Contact Persons

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