



**AICTE SPONSORED SIX-DAY
SHORT TERM TRAINING PROGRAMME (STTP) UNDER AQIS
ON
QUALITY TEACHING AND RESEARCH**

VIRTUAL MODE

**PHASE I: JANUARY 11-16, 2021
PHASE II: JANUARY 18-23, 2021**



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“Today the social scientists are enamored of numbers and counting... Rarely do they stop and ask what lies behind the numbers?” [Churchill Jr., (1979) quoting *Marketing News* dated May 5, 1978, p. 1]. The quantitative information available for managerial decision making has increased manifold in recent years. However, this information has to be mined using appropriate statistical techniques and combined with common-sense to derive knowledge out of it. Effective knowledge creation leading to innovative insights is essential for both academia and industry. The academia needs to continuously learn and upgrade itself about the scientific methods of doing research. This is vital for generating key insights and thereby, assists the industry to be more profitable and accurate in its decisions. The FDP on “Multivariate Data Analysis for Advanced Research” is highly essential in the context of latest developments in area of research methods and need to familiarize the faculty community with these methods through hands-on experience.

OBJECTIVES

This STTP is being envisaged with the following objectives:

- To familiarize participants with updated pedagogical tools and techniques.
- To develop among participants the competency to assess a business predicament under uncertainty and choose the appropriate research technique to generate relevant insight.
- To enlighten the participants on how to publish in high category journals
- To expose participants to a set of multivariate statistical methods for quality research.
- To enhance the efficiency of participants in using PC- based software for extracting information.

COURSE CONTENT

- Teaching pedagogies
- Class management
- Learning styles
- Creating effective presentation for class
- Case method of teaching
- Teaching using simulations
- Research problem and research design
- Sampling, questionnaire designing and data preparation
- Improving statistical thinking
- Data sources and retrieval
- Introduction to multivariate data analysis
- Time series analysis
- SEM-PLS
- Databases and research metrics
- Creating a manuscript publishable in an international journal
- Citation, referencing, and plagiarism

RESOURCE PERSONS

Resource persons are from IMI Bhubaneswar and other reputed institutions.

TAKE-AWAY

Upon successful completion of this programme, participants would benefit in terms of:

- Awareness of latest concepts and pedagogical tools.
- Awareness regarding how to publish in quality journals.
- Clarity in concepts behind key research techniques and in-demand software tools.
- Ability to use software tools such as Excel Miner, SPSS, and R.
- Usage of the above-mentioned research methods for their own research leading to knowledge creation.
- Keeping pace with the research findings published in reputed journals from across the world due to their familiarity with research methods.

PEDAGOGY

The teaching methodology will be an optimum amalgamation of classroom discussions, hands-on experiments on data using appropriate data analysis software, and best-practices identification.

ELIGIBILITY

The course is open to all faculty/research scholars belonging to AICTE approved institutions/University departments.

REGISTRATION

There is no registration fee for faculty/research scholars from AICTE approved institutions/University departments. Participants are requested to register by filling up the following online form:

<https://forms.gle/RaUUvwsB3f2kpTpM8>

CERTIFICATE

The participants will be provided with Certificate on successful completion of the programme.

IMPORTANT DATES

The AICTE sponsored STTP on “Quality Teaching and Research” would be conducted twice on following dates:

- **11-16, January 2021**
- **18-23, January 2021**

CHIEF PATRON

Prof. Ramesh Behl
Director, IMI Bhubaneswar

COORDINATOR

Prof. Manit Mishra, Associate Professor

PROJECT MONITORING COMMITTEE

Prof. Bindu Chhabra, Professor
Prof. Rohit Vishal Kumar, Associate Professor
Prof. Santanu Das, Associate Professor

ABOUT INTERNATIONAL MANAGEMENT INSTITUTE (IMI) BHUBANESWAR

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 63rd rank in National Institutional Ranking Framework (NIRF) 2020 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM programme is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programs are also accredited and recognized by United States Board for Education Standardization (USBES), USA. The institute is a member of European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA) and Association of Indian Universities (AIU). Inspired by the Prime Minister's vision of Start-up India to create more job creators than job seekers, IMI Bhubaneswar has created robust entrepreneurship cell which has recently organized number of workshops and events in collaboration with Department of Science & Technology, Institute of Entrepreneurship Development, MSME Department and National Entrepreneurship Network (NEN). IMI Bhubaneswar has also set up its own Incubation Foundation to promote and support entrepreneurship among students. IMI Bhubaneswar has endeavoured to create international alliances through its tie-ups with EGADE Business School, Mexico City, Mexico; Sichuan Academy of Social Sciences (SASS), Chengdu, China; ESC Rennes, France; and Manhattan Institute of Management (MIM), NY, USA. IMI Bhubaneswar organises three international conferences every year in collaboration with international partner institute to provide an ecosystem for global learning, opportunities for international level student exchange, research collaborations, and opportunities to interact with global leaders. The institution is also regularly coming out with SCOPUS indexed conference anthologies published by Palgrave Macmillan. IMI Bhubaneswar draws sustenance through creation, dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching, and training for our stakeholders.

FOR REGISTRATION, PLEASE CONTACT:

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