



FATIMA COLLEGE

(Autonomous)

*Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' by NAAC (Cycle - IV)*

Mary Land, Madurai - 625018, Tamil Nadu

DEPARTMENT OF MBA

Title : NUANCE OF RESEARCH METHODOLOGY

Date : 09.01.2024

Resource Person/s : Dr. S. Vijay Mallikraj
Assistant Professor
Department of Management Studies
Solamalai College of Engineering
Madurai.
Contact: 9790410152

No. of Participants : 89 Students (I MBA)

Focus on : Research Methodology/Skill Development

Outcome : Students got acquainted with a comprehensive understanding of the intricacies involved in conducting rigorous and effective research, and sharpened their research skills.



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INVITATION:



Fatima College (Autonomous)

Mary Land, Madurai -18

Department of MBA

Guest Lecture on

"NUANCE OF RESEARCH METHODOLOGY"

Date: 09.01.2024

Time: 01.30 pm to 02.30 pm

Venue: Sanjose Seminar Hall

Resource Person

Dr. S. Vijay Mallikraj

Assistant Professor, Department of Management Studies,
Solamalai College of Engineering, Madurai.



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REPORT:

The Department of MBA organized a guest lecture on the topic "Nuance of Research Methodology" felicitated by the resource person Dr. S. Vijay Mallikraj, Assistant Professor, Department of Management Studies, Solamalai College of Engineering, Madurai. The event was held at Sanjose seminar hall from 1:30 p.m to 2:30 p.m on January 09, 2024. 89 students of I MBA attended the session.

Highlights:

The programme began with a welcome address delivered by Ms. Rithani of I MBA. The guest speaker discussed a range of data collection methods, including surveys, interviews, observations, and experiments. The importance of ensuring ethical considerations throughout the data collection process, such as informed consent and confidentiality, was also stressed.

The lecture highlighted various data analysis methods, including qualitative analysis (thematic analysis), quantitative analysis (statistical tests), and using specialized software like SPSS or NVivo.

An emphasis was laid on the significance of clear and coherent reporting of research findings, including writing research papers, creating presentations, and sharing results with relevant audiences. Proper dissemination of research outcomes contributes to the growth of knowledge and allows for further collaboration and constructive feedback.

The lecture provided valuable insights into the process of conducting high-quality research. Students gained a deeper understanding of the various research approaches, design considerations, data collection methods, analysis techniques, and dissemination strategies. Armed with this knowledge, they are better equipped to embark on their own research endeavors with confidence and ensure their work contributes effectively to their respective fields. The session ended with a vote of thanks which was delivered to the speaker by Ms. Aarthi of I MBA, for acquainting the students with a refined and value-filled session



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Photo Gallery



**Dr. S. Vijay Mallikraj, Assistant Professor, Department of Management Studies, Solamalai
College of Engineering, Madurai.**

Name list of Participants: I MBA

S.NO	ROLL NO.	STUDENTS NAME
1	2023MBA01	AARTHI M
2	2023MBA02	AARTHI PRIYA B
3	2023MBA03	AFROSE BANU S
4	2023MBA04	AKSHAYA SRI T
5	2023MBA05	ANISA AYESHA A
6	2023MBA06	APSANA M
7	2023MBA07	ASHIKA JULIET S
8	2023MBA08	BAVATHARANEE S
9	2023MBA09	DANANIR M B



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S.NO	ROLL NO.	STUDENTS NAME
10	2023MBA10	DEEPTHI P
11	2023MBA11	DEVI YUVASRI D
12	2023MBA12	DHANUSHYA SREE J
13	2023MBA13	DIVYA R
14	2023MBA14	DIVYA BHARATHI R
15	2023MBA15	DIVYABHARATHI V
16	2023MBA16	DURGA P
17	2023MBA17	DURGA DEVI G
18	2023MBA18	EMIMA S
19	2023MBA19	EVANGELIN EMIMA T
20	2023MBA20	FARHANA BEGAM S
21	2023MBA21	GAYATHRI R
22	2023MBA22	GEETA PRIYA S
23	2023MBA23	HARINI P
24	2023MBA24	HARITHA S
25	2023MBA25	ISHWARYA K
26	2023MBA26	ISHWARYA R
27	2023MBA27	IYASHIKA P
28	2023MBA28	JANANI S
29	2023MBA29	JAYA MEENA K
30	2023MBA30	KABILA G
31	2023MBA31	KARTHIKA S
32	2023MBA32	KAVYA S
33	2023MBA33	KEERTHANA D
34	2023MBA34	KRITHIKA K
35	2023MBA35	LAKSHMI PRIYA R
36	2023MBA36	LAVANYA P
37	2023MBA37	LYNCIA REBEK P
38	2023MBA38	MAHALAKSHMI R
39	2023MBA39	MARIESWARI S
40	2023MBA40	MEGA M
41	2023MBA41	MELBAH JEMILIN VIBINA M



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S.NO	ROLL NO.	STUDENTS NAME
42	2023MBA42	MOHAMMED MUMTAJ BEGAM NACHYAR
43	2023MBA43	MOHANA DHARSHINI S
44	2023MBA44	NACHIYAR V
45	2023MBA45	NAGAPRIYADHARSHINI G
46	2023MBA46	NIDARSHINI P V
47	2023MBA47	NISHADEVI R
48	2023MBA48	NITHYA P
49	2023MBA49	NITHYASRIHARITA R
50	2023MBA50	NIVETHA R
51	2023MBA51	PONAKSHAYA S
52	2023MBA52	POORANI J
53	2023MBA53	POORANI R
54	2023MBA54	PRAVEENA K
55	2023MBA55	PRITHISHIKA S
56	2023MBA56	RANJANI R
57	2023MBA57	RINE JOSE I
58	2023MBA58	RISHIKA SREE R K
59	2023MBA59	RITHANI R
60	2023MBA60	ROSHANI KUJUR
61	2023MBA61	ROSHINI J
62	2023MBA62	ROSHINI SHAIKH M H
63	2023MBA63	SALVA S
64	2023MBA64	SAMPREETHA R B
65	2023MBA65	SANTHANA VINNILA A
66	2023MBA66	SARALADEVI M
67	2023MBA67	SATHYABAMA M
68	2023MBA68	SEELA VARSHINI G
69	2023MBA69	SELVAMANI P
70	2023MBA70	SHALINI K
71	2023MBA71	SHARLI SILVIYA I J
72	2023MBA72	SHOBIKA A
73	2023MBA73	SHURUTHI G



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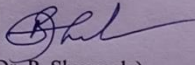


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S.NO	ROLL NO.	STUDENTS NAME
74	2023MBA74	SIVARANJANI M
75	2023MBA75	SNEGA VARSHINI N
76	2023MBA76	SNEKA P
77	2023MBA77	SONIA MAHALAKSHMI K
78	2023MBA78	SUVETHA N A
79	2023MBA79	SWATHI S
80	2023MBA80	SWETHAA G
81	2023MBA81	THILLAI PRIYA M
82	2023MBA82	UMERAH SHIFANA S
83	2023MBA83	VAISHNAVI S
84	2023MBA84	VARSHA SRI S
85	2023MBA85	VASUMATHI S
86	2023MBA86	VIBHACINI K
87	2023MBA87	VIDHYA POORANI V T
88	2023MBA88	VIJAYALAKSHMI R
89	2023MBA89	VINITHA K


(Dr. P. Shyamala)
Signature of HOD

Annual Quality Assurance Report (AQAR) (2023-2024)