

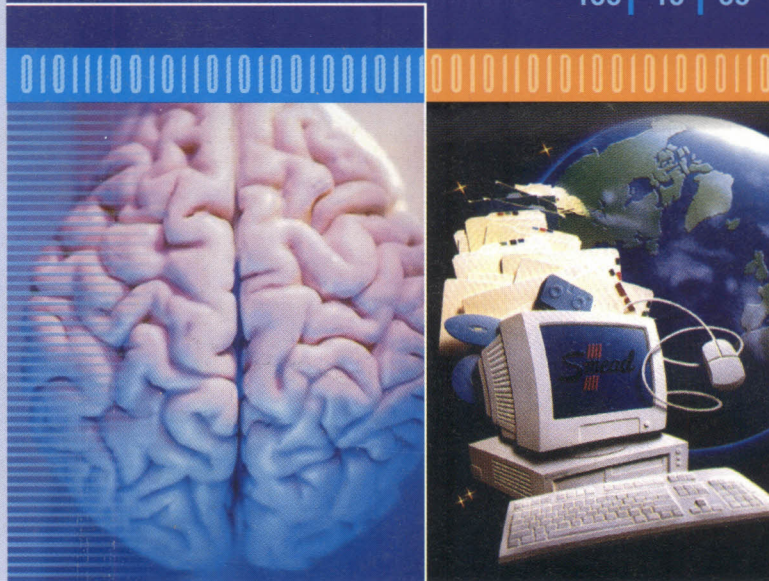
# TRAINING PROGRAMME ON RESEARCH METHODOLOGY

For Professionals in Entrepreneurship  
Training, Teaching and Research  
16-27 JANUARY, 2006

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$R^2$   
 $X^2$   
 $Z$

$Y$	$X_1$	$X_2$
100	10	50
120	12	40
135	15	35



Organised by :



**Entrepreneurship  
Development  
Institute of India**

Ahmedabad, Gujarat.

Sponsored by :

**National Entrepreneurship  
Development Board**  
Ministry of Small Scale Industries  
Government of India

## Rationale

The experience of the South-East Asian Countries and China, on one hand, and of the erstwhile USSR and some East European countries, on the other, among others, have impressed on the virtues of liberalisation and globalisation in accelerating the pace of economic development/progress. However, to excel in this direction, one needs some comparative advantage over others. Ours is a capital scarce and labour abundant country, and the government is finding it increasingly hard to attract the capital inflow. Under the situation, training of human resources is our best bet. We have some world-class educational institutions and, most acclaimed personalities, but their number and capacities are meagre to create a significant impact. Further, our executives and trainers need continuous education to be able to take well-founded decisions and create global brands.

To compete in the fast integrating world, firms must take decisions on the basis of well-conducted scientific enquiries. Gone are the days when the competition was limited and firms could progress through trial and error procedures. Decisions on the basis of gut feelings are no longer helpful in today's highly competitive world. Research is aimed at understanding an existing phenomenon, analysing its various aspects, causes, predicting outcomes and formulating policies to achieve the desired results. Management research seeks solutions to problems and aids decision-making. It is a detailed investigation of any existing problem, practice or process, and facilitates them learning as also improving upon the lacunae. Also, it focusses on the assessment of environment, new product development or policy formulation. Entrepreneurial research must focus on creating a passion for innovation, risk-taking and leadership.

To be useful, research has not only got to be academically sound but also practically prudent. Such researches necessitate collection of quality data and their comprehensive analysis through most appropriate techniques. While a lot of secondary data is currently available even on developing economies, including India, their use in developing countries is very limited due to poor knowledge about their authentic sources, the methods of adjustments needed to bring the data in comparable and meaningful formats though adjusting for the unit of requirement, base year, etc., and to generate (the limited) missing data through interpolation and extrapolation. The primary data is required to have the latest and the most relevant inputs for a proper analysis. To ensure data quality, lest it suffers from the GIGO principle, the researchers and surveyers must possess necessary skills in sampling, questionnaire designing, interview methods, coding, compilation, tabulation, etc. Though computer softwares for data analysis are readily available in user-friendly forms,

# SEARCH METHODOLOGY

knowledge on interpretation and vast applications of the results is highly inadequate. Also, there is no unique technique for data analysis for a given purpose and so, it is imperative that one understands the strengths and limitations of the alternative methods to choose the right one. Most entrepreneurship development institutes are doing commendable work. However, discussions with their resource persons have revealed that an overwhelming proportion of them is ill equipped to carry out meaningful research studies. The programme on **Research Methodology** aims to contribute towards filling these lacunae. The **Centre for Research in Entrepreneurship Education and Development (CREED)** at EDI primarily works to serve as a bridge between theory and practices in the field of entrepreneurship with special focus on applied research. Under the aegis of this Centre, a good number of studies on varied subjects have been carried out. The methodologies and findings of some of the studies would form a part of this programme's syllabus.

## Learning Outcomes

On successfully completing the programme, the participants should be able to acquire;

- working knowledge of the techniques of data collection and analysis using computer softwares,
- skills in formulating and carrying out empirical research studies, and
- aptitude to reach decisions on the basis of well -conceived research findings/reports.

## Programme Contents

- Research Design, Process, Issues and Hypotheses
- Sample Size and Sampling Techniques
- Primary, Secondary, Time Series, Cross Section and Penal Data
- Designing of Questionnaires / Interviews / Observations
- Data Collection, Monitoring, Verification and Tabulation
- Small Scale Industries' Third Census: Methodology and Data
- Techniques of Data Analysis: Single, Bi-variable and Multi-variable
- Computer-aided Data Processing and Statistical Analysis using EXCEL/SPSS
- Understanding/Interpretation of Computer Outputs
- Report Writing and Research Ethics
- Case Studies from EDI's Research Output

## Training Pedagogy

A unique mix of the following training methods will be adopted:

- Lecture-cum-class room discussion on concepts, techniques and practices

- Exercises to sharpen the understanding of techniques of data collection, tabulation and analysis
- Case studies of relevant research findings
- Computer aided labs for data tabulation, graphing and analysis
- Mentoring on the participants' research problems / projects and encouraging them to make progress and share data, methods and findings

### **Participants' Profile**

The programme is designed for professionals engaged in entrepreneurship training, teaching and research. Trainers and practitioners in banks, data collection and analysis units, financial institutions, government departments, NGOs, consulting firms, would also find the programme beneficial.

### **Programme Fee**

The National Entrepreneurship Development Board, Ministry of Small Scale Industries, Government of India, has sponsored the programme. However, the to and fro travel expenses and out of pocket expenses would have to be borne by the participants or their sponsoring organization.

### **Programme Dates and Venue**

The two-week programme would be organised at EDI campus during January 16-27, 2006, both days inclusive. The participants would be housed at EDI's comfortable rooms on twin sharing basis. EDI is located on the Ahmedabad-Gandhinagar Highway at about 5 kms. distance from the Ahmedabad airport. Taxis and auto-rickshaws are easily available from airport / railway station to EDI campus.



## Programme Faculty

- Dr. G. S. Gupta (Programme Coordinator)
- Dr. Dinesh Awasthi
- Dr. Sunil Shukla
- Dr. Sasi Misra
- Shri Jignashu Yagnik
- Shri Nabarun Sengupta
- Guest faculty from EDI and other organizations of repute



## How to Apply

The prospective participants must apply through their respective organisation and make sure that their completed applications reach the following address, latest by October 31, 2005.

### Dr. G. S. Gupta

Programme Coordinator (Research Methodology)

at EDI Head Office address.

E-mail: [gsgupta@ediindia.org](mailto:gsgupta@ediindia.org)

## ABOUT EDI

The Entrepreneurship Development Institute of India (EDI), established in 1983, is an autonomous not-for-profit institution, promoted by premier financial institutions such as; IDBI, IFCI, ICICI, SBI and with active support from the Government of Gujarat. As its mission, EDI has pioneered the creation and augmentation of owner managers of small and medium enterprises in the country through education, research and training. To further its mission, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

EDI is the only institution in India to offer a one year Post-Graduate Diploma in Business Entrepreneurship and Management with four specializations: New Enterprise Creation, Family Business Management, Agri-entrepreneurship and Services Management. Yet another unique educational programme that the Institute offers is the Post-graduate Diploma in Management of NGOs.

Commissioned by the University Grants Commission, EDI has had the gratifying experience of

