



# St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University  
Accredited with A++ Grade by NAAC in 4<sup>th</sup> Cycle (CGPA of 3.57/4)  
College with Potential for Excellence (CPE)  
Ranked 74<sup>th</sup> in NIRF 2021 by Ministry of Education, Government of India  
#163, Brigade Road, Bengaluru - 560025, Karnataka, India



The Department of Business Administration  
presents



# NIRMANA 2022

*A One-day Student level workshop on "Research Methodology"*



**Dr. K.A. Asraar Ahmed**

Assistant Professor,  
XIME, Bangalore



**Dr J . Daniel Inbaraj**

Assistant Professor,  
Marketing coordinator,  
XIME, Bangalore



**9th March, 2022**



**09:00AM - 1:30PM**



**II BBA A & B**



**Xavier Hall, (4th Floor)**

## **ABOUT THE COLLEGE**

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882, is managed by the Bangalore Jesuit Educational Society (BJES). The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream. With an objective of imparting quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern, and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council composed of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 74th in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2021 and it has been the only college from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce and Business Administration faculties. Under the faculty of Commerce, it offers B. Com (Regular), B. Com (Professional-International Accounting and Finance), B. Com (BPS- Industry Integrated), B. Com (Travel and Tourism), B. Com (Analytics), B. Com (Professional - Strategic Finance), M. Com (Finance & Taxation/ Marketing & Analytics), M. Com (International Business) & M. Com (Financial Analysis). Under Business Administration, it offers BBA (Regular), BBA (Entrepreneurship) and BBA (Professional-Finance and Accountancy). The college also offers six one-year Post Graduate Diploma programmes.

## **ABOUT THE DEPARTMENT**

The BBA programme has emerged as a promising program in the field of management studies in the undergraduate level. During the three year programme, students learn to develop their leadership proficiency along with marketing, management, finance and HR skills. Through interactive study sessions and various other business activities, students learn to become more confident in their public speaking skills and strive to be more professional and efficient. The programme involves an epic conjunction of innovation and creativity along with the development of holistic skills and critical thinking. The department aims at motivating students to take up higher studies in management so that they may become effective leaders who are not afraid of taking risks in their business, which hones the students into becoming successful and competitive business savvy persons.

The Department of Business Administration at St. Joseph's College of Commerce has been ranked 3rd in India by Times BBA Education Survey 2021.

## **CONCEPT NOTE**

This workshop aims at inculcating research culture among the graduate students. It enables students to make intelligent decisions concerning problems facing us in practical life at different points of time. Thus, the knowledge of research methodology provides tools to look at things in life objectively. This workshop will make the young researcher familiar with the various aspects, tools and steps of conducting both quantitative and qualitative social science research. This program will inspire students to voluntarily involve themselves into the culture of research and also to write research article with the quest of knowledge enhancement.

## **OBJECTIVES**

- To familiarize the participants with the fundamentals of research
- To facilitate the participants to understand the theoretical aspects of various stages of research and analysis
- To illustrate the applications of SPSS software for data analysis
- To enable the participants to analyze, interpret and write report on their own

## WORKSHOP SCHEDULE

Timings (IST)	Details
9:00 AM - 9:15 AM	Inauguration
9:15 AM - 11:00 AM	<b>Session 1:</b> Research Design and Objectives <b>Resource Person:</b> <b>Dr. J. Daniel Inbaraj</b> Assistant Professor, Marketing Area coordinator, XIME, Bangalore
11:00 AM - 11:30 AM	Break
11:30 AM - 1:30 PM	<b>Session 2:</b> Hands - on Analysis with SPSS <b>Resource Person:</b> <b>Dr. K.A. Asraar Ahmed</b> Assistant Professor, XIME, Bangalore

## ORGANISING COMMITTEE

### PRINCIPAL

Rev. Dr. CHARLES LASRADO, SJ

### HEAD OF DEPARTMENT - BBA

Dr. RUQSANA ANJUM

### VICE PRINCIPALS

Ms. SNEHA S RAI & Dr. RAJA JEBASINGH

### CONVENOR

Ms. RINI STEVEN & Ms. ASHA JOSEPH

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