



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University
202/A, Deccan Gymkhana, Pune – 411004
principal@mmcc.edu.in, enquiry@mmcc.edu.in, www.mmcc.edu.in

Department of Business Administration
Report on One Day Workshop on “Research Methodology”

1. **Nature of the event:** One Day Workshop
2. **Title of the event:** Workshop on Research Methodology
3. **Organized by:** Department of Business Administration
4. **Date:** Thursday, 11th September 2025
5. **Time:** 10:30 AM – 12:30 PM
6. **Venue:** Dnyaneshwar Hall
7. **Resource Person:** *Dr. Ganesh Patare, Principal*

8. Objectives of the Program:

The primary objectives of conducting this workshop were:

1. To introduce students to the fundamentals of research methodology and its role in academics.
2. To explain the purpose, process, and steps involved in conducting effective research.
3. To acquaint students with different tools and techniques of data collection, analysis, and interpretation.
4. To develop analytical skills and a logical approach towards problem-solving.
5. To prepare students for undertaking research-based academic projects and professional assignments with confidence.

9. Audience:

The workshop was specifically arranged for students of **SY BBA, SY BBA-IB, TY BBA and TY BBA-IB**, as they are actively involved in project work and academic research activities. The event was an attempt to enrich their knowledge base, enhance critical thinking, and equip them with practical skills essential for carrying out meaningful research.

10. Number of Participants:

A total of 122 participants actively took part in the workshop, contributing to its overall success.

11. Brief description of the event:

Research plays a crucial role in academics as well as professional fields, as it helps in systematic problem-solving and informed decision-making. Recognizing its importance, the workshop was designed to guide students in understanding the foundations of research, its methods, tools, and applications.

The session began with a warm welcome of the Resource Person, Principal Dr. Ganesh Patare, followed by introductory remarks. Dr. Patare engaged the students with his profound insights into

the essence of research methodology. He explained the systematic steps of research including identifying the problem, reviewing literature, framing objectives, formulating hypotheses, selecting suitable tools, collecting and analysing data, and drawing valid conclusions. Practical examples were shared to help students connect theoretical concepts with real-world applications.

The session emphasized the importance of research in professional careers, particularly in management studies, where evidence-based decision-making is crucial.

Students were encouraged to approach research not merely as an academic requirement but as a skill that enhances reasoning, creativity, and innovation. The interactive nature of the session allowed students to clarify doubts and gain practical suggestions for their upcoming projects.

12. Learning Outcome:

The workshop achieved its intended goals and resulted in several positive outcomes:

- Students gained a clear and practical understanding of research methodology.
- They developed an awareness of the significance of research in academic and professional growth.
- The session helped in building confidence among students to handle project work with greater accuracy and systematic rigor.
- The interaction with the resource person inspired students to think critically, question existing ideas, and explore innovative solutions.
- The workshop cultivated a stronger research culture in the department, encouraging students to pursue knowledge with curiosity and discipline.

13. Photographs:





Dr. Ganesh Patare guiding students on the concepts of Research Methodology

14. Feedback:

Students expressed that the workshop was highly beneficial and timely as it directly aligned with their academic projects. They appreciated the clarity with which the concepts were explained and the practical tips provided. Many students shared that the session removed their hesitation towards research and motivated them to work with a more structured approach.

15. Acknowledgement:

The success of the workshop was made possible by the collective efforts of many individuals. The Department extends its deepest gratitude to:

- **Principal Dr. Ganesh Patare** for sparing his valuable time, sharing his expertise, and motivating the students with his insightful talk.
- **Head of Department, Dr. Gurmeet Kaur Rajpal**, for her constant encouragement, support, and guidance in planning and executing the workshop.
- The **student volunteers** who worked with enthusiasm, dedication, and teamwork in handling logistics, registrations, seating arrangements, and technical support, ensuring the smooth flow of the event.
- All the **faculty members** of the Department of Business Administration for their presence and cooperation.

Prepared By:

Dr. Ashwini Kulkarni
Workshop Co-ordinator

Verified By:

Dr. Gurmeet Kaur Rajpal
Head of Department

Authorized By:

Dr. Ganesh Patare
Principal

