



Bharatiya Vidya
Bhavan

Institute of Management Science

Approved by AICTE and Affiliated to West Bengal University of Technology



Organizes

**ONE WEEK NATIONAL LEVEL
FDP ON QUALITATIVE
RESEARCH METHODS**

21st - 25th October, 2024

Time: 3 pm - 5 pm

Online Mode

About the FDP

Qualitative research has evolved beyond its traditional roots in the humanities and is now widely applied across various disciplines, including social sciences, management, engineering, and the natural sciences. The research landscape is increasingly incorporating qualitative methods, both independently and in combination with quantitative approaches. Over the past decade, there has been a significant rise in studies employing qualitative research methods, which are gaining substantial recognition. In light of this growing interest, it is important to gain a deeper understanding of the various qualitative research methodologies, ethical considerations, and the process of publishing such research.

FDP Objectives

- Provide researchers with comprehensive knowledge of qualitative research methods.
- Equip participants with the ability to apply suitable qualitative research methods specific to their field.
- Enable participants to analyze content using qualitative data analysis software.
- Educate researchers on the ethical standards & publication requirements in qualitative research.

About BIMS

Bharatiya Vidya Bhavan was founded by Kulapati Dr. K. M. Munshi in the year 1938. Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, (BIMS) was started in the year 2000 under the aegis of Bharatiya Vidya Bhavan as a promising B-School under Maulana Abul Kalam Azad University of Technology (MAKAUT). Our MBA program is affiliated to the MAKAUT and is approved by the All India Council for Technical Education (AICTE) and BBA program is affiliated to the MAKAUT, Ministry of Human Resource Development, Govt. Of India and Department of Higher education (Technical Education), Govt. Of West Bengal. The NAAC accredited Institute conducts a 2 year full time MBA program and 4 year full time BBA program.



FDP Outline

- Ethical issues & publication requirement in qualitative research.
- Qualitative research using grounded theory
- Qualitative research using case study method
- Systematic literature review method of study
- Thematic & Content Analysis
- Application of qualitative data analysis software
- Application of machine learning on qualitative data

FDP Outcome

The FDP programme on qualitative research methods will equip participants with essential skills to design and conduct effective qualitative studies. Participants will gain hands-on experience in data collection techniques, such as interviews and focus groups, enhancing their ability to analyze and interpret rich, descriptive data. The collaborative environment will foster critical discussions about ethical considerations and reflexivity in research. By the end of the programme, attendees will report increased confidence in applying qualitative methods to their own projects, resulting in an improved research quality in their respective fields.

Who Should Participate

Faculty members, research scholars or students, interested to learn advanced research methodology should participate in the programme.

Important Dates

Registration Begins: 4th october, 2024

Registration Closes: 18th October, 2024

FDP Dates: 21st October - 25th October, 2024

Registration

Registration Fee: Rs.500/-

Registration Link: [Click Here](#)

Please upload the payment receipt during registration.

30% discount for group registration of 3 or more participants from same organization.



**Scan the QR
for Payment**

Certificate

Certificate will be provided to the participants who will register & attend the FDP.

Resource Person

Dr. Arup Kumar Baksi

Department of Management and Business
Administration, Aliah University

Dr. Umamaheswararao Jada

Department of Management Studies, NIT Durgapur

Dr. Debidutta Pattnaik

International Management Institute, Bhubaneshwar

Dr. Sripada Divya

VIT Business School
Vellore Institute of Technology, Chennai

Organizing Committee

Patron

Dr. G.V. Subramanian

Director, Bharatiya Vidya Bhavan Kolkata Kendra

Chairman

Prof. (Dr.) Siba Prasad Mohapatra

Principal, BIMS, Kolkata

Program Conveners

Dr. Poulomi Bhattacharjee

Assistant Professor
BIMS, Kolkata

Contact: poulomi@bimskol.org
9433932977

Prof. Joydeep Mukherjee

Assistant Professor
BIMS, Kolkata

Contact: joydeep@bimskol.org
9330096480

Website: www.bimskol.org