

CENTRAL UNIVERSITY OF JAMMU CENTRAL UNIVERSITY OF JAMMU CENTRAL UNIVERSITY



जम्मू केंद्रीय विश्वविद्यालय
Central University of Jammu

राया-सूचानी (बागला), जिला सांबा -181143, जम्मू (जम्मू एवं कश्मीर)
Rahya - Suchani (Bagla), District Samba – 181143, Jammu (J&K)
Ph: 01923-249658, Website: www.cujammu.ac.in



**Ten-day Research Methodology Course
for M.Phil/Ph.D/PDF Scholars in Social Science**

School of Business Studies, Central University of Jammu, is organising "Ten-day Research Methodology Course for M.Phil/Ph.D/PDF Scholars in Social Science" w.e.f. 4th March 2025 to 14th March 2025. The course will be open for Doctoral students of Social Sciences disciplines registered in UGC recognised HEIs within and outside Jammu and Kashmir. Interested candidates may click on the link to register for the Programme: <https://shorturl.at/Q1wN9>

Last date for submission of application form is 28th Feb 2025.

For details contact Course Director(s) Prof. Jaya Bhasin and Dr. Shahid Mushtaq: 09419124844, 7006199806

No: CUJ/SBS/RMC/2025/01

Date: 25.02.2025

Sd/-
Course Director(s)

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School of Business Studies

Presents

Indian Council of Social Science Research (ICSSR), New Delhi

Sponsored

Research Methodology Course RMC for Social Science Scholars

4th - 14th March, 2025

CENTRAL UNIVERSITY OF JAMMU

BAGLA (RAHYA SUCHANI), SAMBA-181143, JAMMU AND KASHMIR, INDIA

For any clarification Contact : 7006199806, 9419124844, 9419235225

Registration Link : <https://chat.whatsapp.com/JDEifHdRaY5IdJzeNPHWwg>

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ABOUT THE COURSE

The Research Methodology Course (RMC) for Social Science Scholars under Training & Capacity Building Programme would focus on the nuances of conducting research in the discipline of Commerce/ Management and related disciplines with an intense exposure to hands-on training in the application of latest software techniques in data analysis. Tracing from the conceptualisation of research projects, preparation of research proposals, to intricate details of research methodology and winding up with the procedure of documenting and publishing research findings, the programme would attempt to provide a comprehensive orientation on social science research. Participants will be acquainted with theoretical and practical premises of empiricism in the domain of social science research.

COURSE OBJECTIVES

The main objective of the course is to enhance the methodological and writing skills of the Ph.D scholars and develop their potential as future academicians / social science researchers. Specifically, the objectives will be to:

- ❖ Develop capacity for conceptualizing and writing research proposals
- ❖ Enhance skills to prepare an appropriate research design, including conducting literature review, formulating research questions and hypotheses, collection of information and analysis
- ❖ Enhance capacity for writing a research paper for publication
- ❖ Develop the capacity for planning and writing a book

LEARNING OUTCOMES

By the end of the course learners will be able to:

- ❖ develop an understanding of Conceptual Framework of Research Methods and commonly used advance data analysis techniques
- ❖ practically demonstrate application of latest software tools for Data Analysis
- ❖ learn desirable data analysis techniques for varied

research problems and issues.

- ❖ structure and modulate the processes of scholarly writing
- ❖ locate and evaluate secondary sources of research data using reference management tools and use of proper citation styles
- ❖ organize research findings in a research paper format/thesis etc
- ❖ learn ethical issues for conduct of research, academic integrity, academic/research misconduct
- ❖ use popular Plagiarism Detection Software(s)

TARGET GROUP

It is open for Doctoral students of Commerce / Marketing Management / Business Administration / Tourism / Human Resource Management & OB / Economics / Public Administration / Education / Psychology, disciplines registered in UGC recognised HEIs within and outside Jammu and Kashmir. The programme will have an intake capacity of 30 participants and selection of candidates will be based on first come first serve basis.

ACCOMMODATION AND TRAVEL ALLOWANCE

Lodging and boarding will be facilitated by the School for the outstation participants or charges for the same will be paid to the course participants as per the funding agency norms/University rules. Travel allowance by shortest distance (bus or train fare) will be reimbursed to the outstation participants subject to production of tickets as admissible under ICSSR rules.

SCHOOL OF BUSINESS STUDIES

School of Business Studies is offering two-year full time MBA, MBA (Human Resource Management), MBA (Tourism and Travel Management), MBA (Marketing Management), Ph.D (Human Resource Management), Ph.D (Business Administration), Ph.D (Tourism and Travel Management), Ph.D (Marketing Management) besides Vocational Degree Programmes. These programmes are aimed to equip students with multifaceted skills relevant to the contemporary

business in general and HRM, Tourism Management, Marketing, Supply Chain Management, Retail Management and Banking industry in particular to meet the needs of the changing and challenging social/business scenario.

The School of Business Studies started functioning in 2012 with an intention to impart training to young boys and girls who would be best suited to take up the administrative, managerial and entrepreneurial challenges of the HRM / Marketing/ Tourism/Supply Chain Management / Retail Management / Banking industries. The programmes cover the general management and industry driven curriculum which equips students with the analytical, strategic and policy making skills for serving both commercial business houses and the public sector undertakings. The transactional pedagogy comprises interactive classroom sessions with active student participation through case presentations, group discussion and exposure to real life situation through frequent seminars and workshop conducted by executives and senior faculty members from various Centres of Excellence. The course and the teaching pedagogy are carefully geared up to suit highly competitive and fast changing business environment. In pursuit of driving for excellence, the School of Business Studies has taken several initiatives by organising various events.

CENTRAL UNIVERSITY OF JAMMU

The Central University of Jammu started functioning from 08th August 2011 with just three Post Graduate courses and one research programme. University is now offering more than 40 programmes, under the aegis of 21 Departments, 03 Centres, 01 and College. The programmes include 06 Five-year degree programmes, 05 Four Year Degree Program, 23 Post Graduate, 22 Research oriented and 03 Vocational types at Undergraduate level besides the University has succeeded in establishing dedicated research Centres.

Apart from the above academic programs launched by the University some of prestigious national level

projects are being undertaken by the University under Kalam Centre for Science and Technology, Satish Dhawan Centre for Space Technology, Pandit Madan Mohan Malviya National Mission on Teacher Training (PMMMNMTT), UGC-Malaviya Mission Teacher Training Programme, DBT, GOI sponsored M.Sc (Bio-Technology) program etc. University is able to mobilize resources from various funding agencies for research (ICSSR / UGC / IUAC / Tribal Affairs / M / O Consumer Affairs / NCW / JMC / Jammu and Kashmir Scheduled Castes, Scheduled Tribes and Backward Classes Development Corporation Limited / DST-FIST / DBT / SERB / ISRO / DRDO / UGC / MHRD / AICTE / J&K Bank / M / O Textile etc.). The University faculty has been awarded prestigious National/International Fellowships, project funding and recognition and is constantly contributing to various governmental and non-governmental sectors through research, consultancy and outreach activities.

Venue: Brigadier Rajinder Singh, Auditorium,
Central University of Jammu

IMPORTANT DATES

Last date for submission of application	22 nd February 2025
Date of announcement of selection:	23 rd February 2025

For further clarifications Contact:

Prof. Jaya Bhasin and Dr. Shahid Mushtaq

School of Business Studies,
Central University of Jammu
Rahya-Suchani (Bagla), Vijaypur, Samba - 181143
Jammu and Kashmir, India

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jaya.hrm@cuammu.ac.in

PATRON

Prof. Sanjeev Jain
Hon'ble Vice Chancellor
Central University of Jammu

ADVISORY COMMITTEE

Dean Academic Affairs
Dean, School of Business Studies
Head, Department of HRM & OB
Head, Department of Marketing & SCM
Head, Department of TTM

COURSE DIRECTOR(S)

Prof. Jaya Bhasin and Dr. Shahid Mushtaq

ORGANISING COMMITTEE

Dr. Asif Ali
Mr. Rahul Thakur
Dr. Anju Thapa



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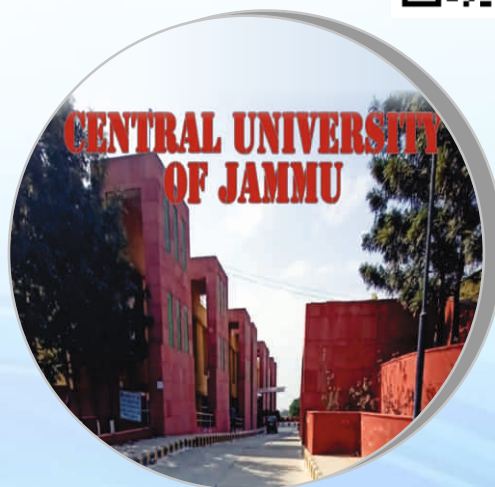
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Organised by

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