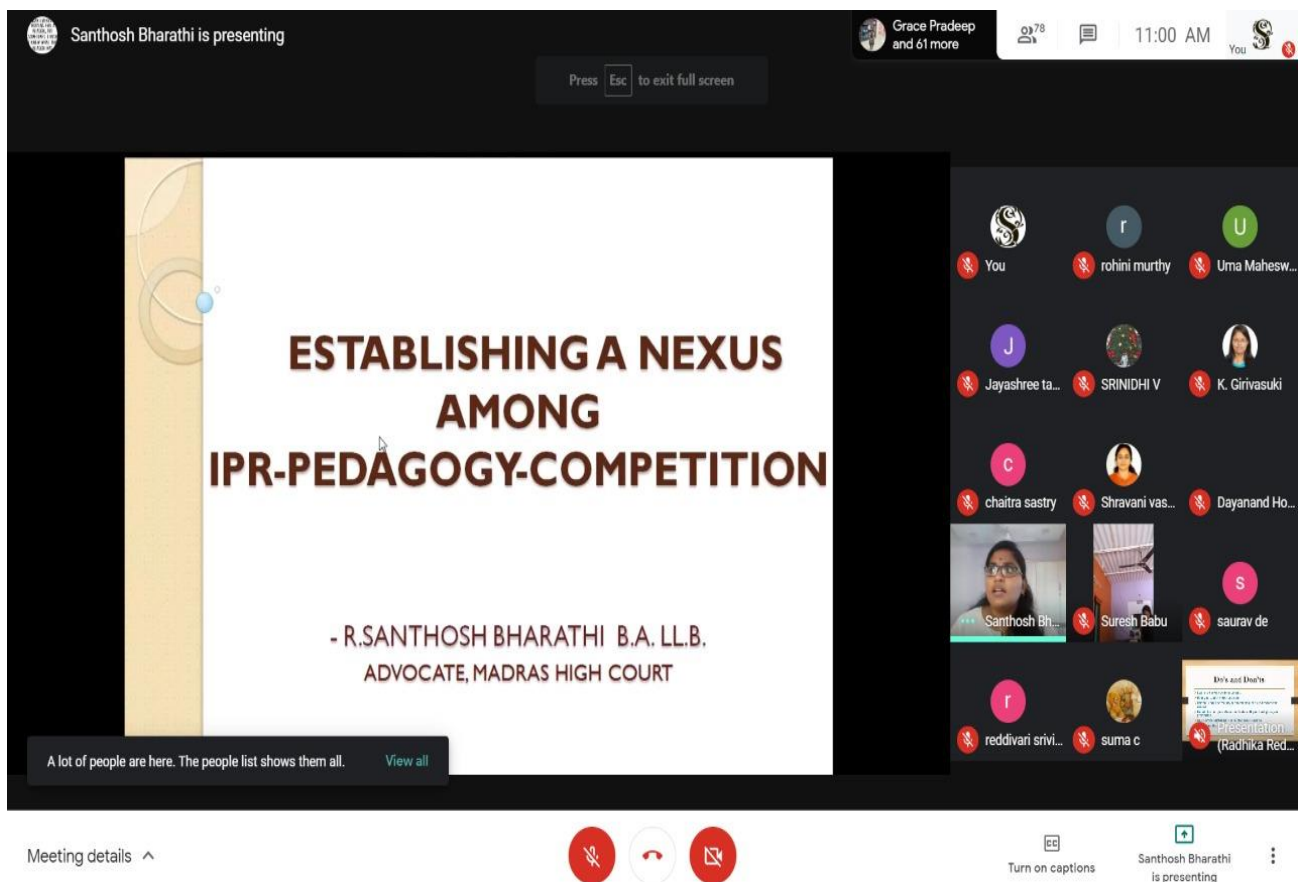


## Research Cell activities 2019-2020

### International Webinar On Establishing a Nexus among IPR- Pedagogy- Competition

Centre for PG studies, organised workshop on “**International Webinar On Establishing a Nexus among IPR- Pedagogy-Competition**” on 29/8/2020 at 10.30 AM for teaching and non teaching and company professionals. Miss.Santhosh Bharathi, Practicing Advocate, Madras High Court, was the resource person. The Webinar concentrated on the practical implementation of IPR in today’s Pedagogical System. The Webinar included the practical feasibility as well as the difficulties in achieving the aim of the webinar. Furthermore, the webinar threw light on 2 contrasting aspects of how to safeguard the interests of the innovators on one hand using the IPR law and how to safeguard the interests of the public on the whole keeping ‘Fair Use’ as the fulcrum of the Competition Law. Nearly 205 participants attended the webinar and have given very good feedback about the relevant topic for this period, resource person knowledge and also suggested that they need more such a programme

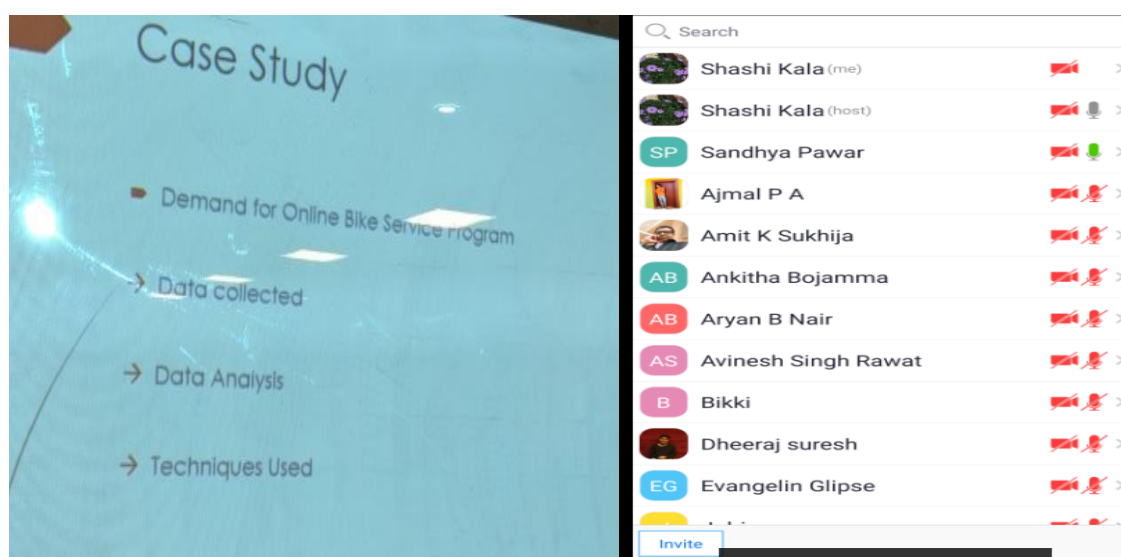


Webinar session by Advocate Santhosh B



## **Report on online guest lecture on “Techniques of Data Analysis for Business Research”**

An online guest lecture was organised for the IV semester BBA students on the topic “Techniques of Data Analysis for Business Research” on 7<sup>th</sup> May 2020 from 11 a.m. to 12.30 p.m. The session was attended by 61 students of IV semester BBA and the Faculty from the Department of Management. The resource person was Ms. Sandhya Pawar (BE, IIM- MBA), Senior Business Analyst from Sapiens Technologies Private Limited. She emphasized on various techniques like correlation, regression, ANOVA, standard deviation, hypothesis testing etc. She also spoke about the importance of analytics and research in business and she gave a lot of relatable and interesting examples in real life situations. She presented a PPT through Zoom App and made the students to actively involve in the discussion. The guest lecture concluded with a case study organised for the students in which the students were divided into three groups and each group had to submit a report on the establishment of online bike service by analysing the various existing trends of the customers. . The students came up with a presentation after discussing with the group members. The students reported on the various steps in research like statement of objectives, collection of data, sampling, analysis and reporting, related to online bike service. The session gave an useful Insight into the various techniques of business research and the students derived a great deal of knowledge about the same. She also gave inputs about career options available in analytics and research. The students participated actively in the session and learnt about the various techniques of business research in an exhaustive manner.



Online session by Ms. Sandhya Pawar

## **Students Seminar and Inter Collegiate Research Paper presentation -WISSEN 2020**

Center for PG studies conducted the Student's Seminar on Research paper presentation "Wissen" 2019-20 on 12<sup>th</sup> March 2020 successfully. "Wissen" stands for knowledge in German. The main objective of "Wissen" is to share value-based knowledge to exhibit innovative ideas in the area of research.

"Wissen" (2020) team is glad to state that 55 papers were received and 26 teams were presented the different topics such as HR, Marketing, Finance and Accounting. The team of "Wissen" has honored to receive 16 research papers from reputed colleges across the city.

The registrations began at 8.30AM. The Reception Committee had received 72 entries for the participation and paper presentation. **There were totally 100 students from UG and PG participated in this programme.** The presenters were given a "Wissen" code and a welcome kit.

"Wissen" inaugural function began with invocation song. First session of the programme started with the lighting of the lamp by the dignitaries (Dr.Sandhya, and Dr.Padma, from Sindhi Institute of Management, Principal Dr.B S Srikanta and Vice Principal Prof.Asha.) After the welcome speech, the introduction of the theme "Wissen" was given.

Dr. Sandhya gave the guidelines for the paper presentation. In the competition the paper presenters of various UG and PG colleges presented (26 teams & papers) their research paper, in various topics with the time limit of 7+1 minutes each. The papers were valued by the chairpersons with 5 criterions that is originality, content, communication, presentation and overall, marked on a total for 50 marks.

In the valedictory function key proceedings were placed by Dr.Uma Maheswari, followed by the Best papers award for PG and UG with a cash prize of Rs.2,000 to Mr Venugopal Acharya and Keerthana (PG) from Nagarjuna Degree College and S.Suneza Bi and Vineesh M (UG) from S B College of Management by our principal Dr. B S Srikanta.

For the second and third prizes the appreciation certificate were distributed to the following students:

II Prizes-Harshitha H (PG) from Government RC College of Commerce and Management

Sonal Rao, Natasha Runwal and Sruthi Bellapu (UG) from Mount Carmel College

III Prizes-Arundati NG Kowshik and Prithvi Rani H (PG) from Janabharthi Campus

Mohammed Majaheed Ul Islam Monisha K (UG) from SSMRV College

"Wissen" team sincerely extended its gratitude to each and every one involved in the programme. This competition helped the students to prepare and present the research paper.





Participants of the “Wissen” 2020



Winner receiving prize from the dignitaries



Participants presenting paper

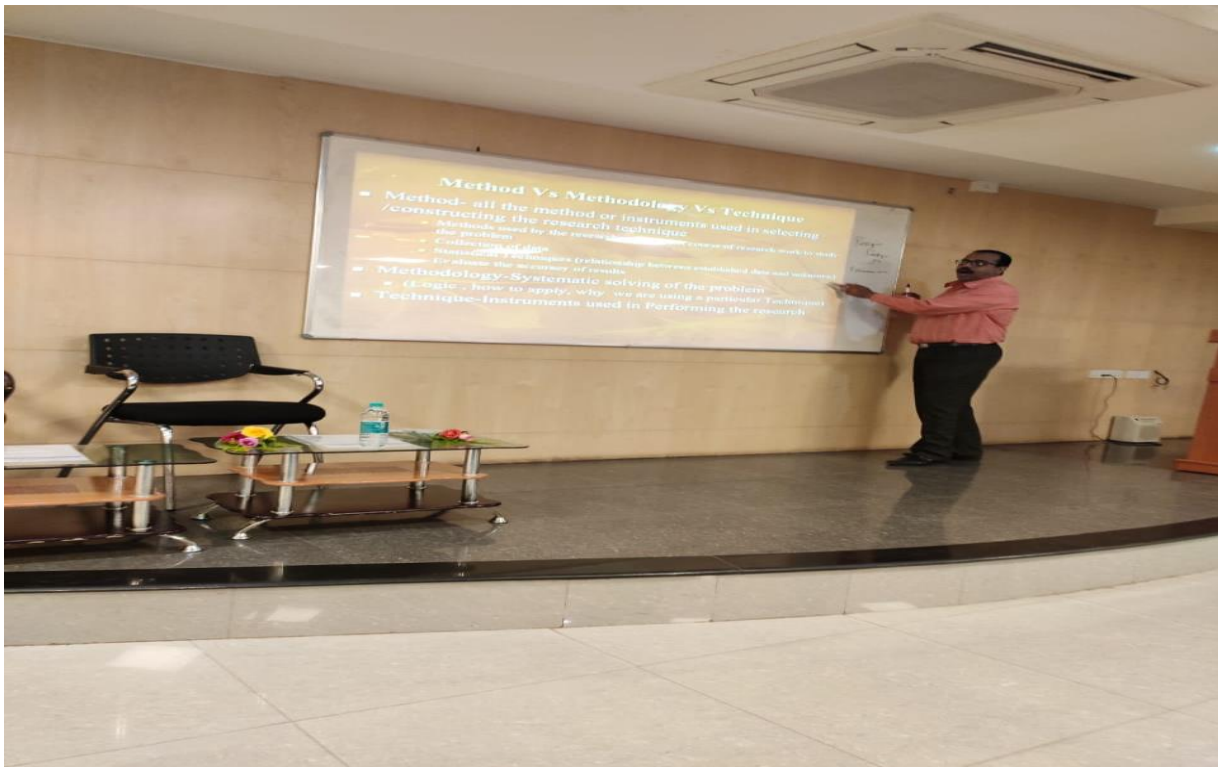
## **Workshop on Research Methodology and Data analysis**

Centre for PG studies, organised workshop on “**Research Methodology and Data analysis**” in the college Seminar Hall on 02/03/2020 from 10.00 A.M to 4.30 P.M. Dr. Senthil Kumar, Associate Professor from School of Managment, Presidency University was the resource person. The first session includes title of the project, research process, review of literature, reference writing and research design, data collection method, sampling method, hypothesis testing, plagiarism test and the second session includes the data entry, descriptive statistics, correlation, regression, chi-square test, independent sample T test, and one way ANOVA, Comparative Analysis with the help of excel application. 45 students of II year M.Com, and M,Com (FA) were attended and learnt to know how to do the research paper and research project.



Students of II year M.Com & M.Com (FA) attending the workshop





Workshop session conducted by Dr. Senthil Kumar



Session was attended by the participants

## **Research Cell activities 2018-2019**

### **Guest Lecture on “Techniques Of Data Analysis For Business Research”**

A guest lecture was organised for the IV semester BBA students on the topic “Techniques of data analysis for business research” on 2/4/19 from 8:30 a.m. to 10:30 a.m. The session was attended by 65 students of IV semester BBA and the Faculty from the Department of Management. The resource person was Ms. Sandhya Pawar (BE, IIM- MBA), Senior Business Analyst from Sapiens Technologies Private Limited. The topic of the guest lecture was “Techniques of data analysis for business research”. Ms. Sandhya Pawar spoke about the various analytical methods available in research. She emphasized on various techniques like correlation, regression, ANOVA, standard deviation, hypothesis testing etc. She also spoke about the importance of analytics and research in business and she gave a lot of relatable and interesting examples in real life situations. The guest lecture concluded with a case study organised for the students in which the students were divided into three groups and each group had to submit a report on the establishment of online bike service by analysing the various existing trends of the customers. The students came up with a presentation after discussing with the group members. The students reported on the various steps in research like statement of objectives, collection of data, sampling, analysis and reporting, related to online bike service. The session gave a useful insight into the various techniques of business research and the students derived a great deal of knowledge about the same. The students participated actively in the session and learnt about the various techniques of business research in an extensive manner.





## **WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS AND RELATED LAWS WITH SPECIAL FOCUS ON LAWS RELATING TO TRADEMARKS**

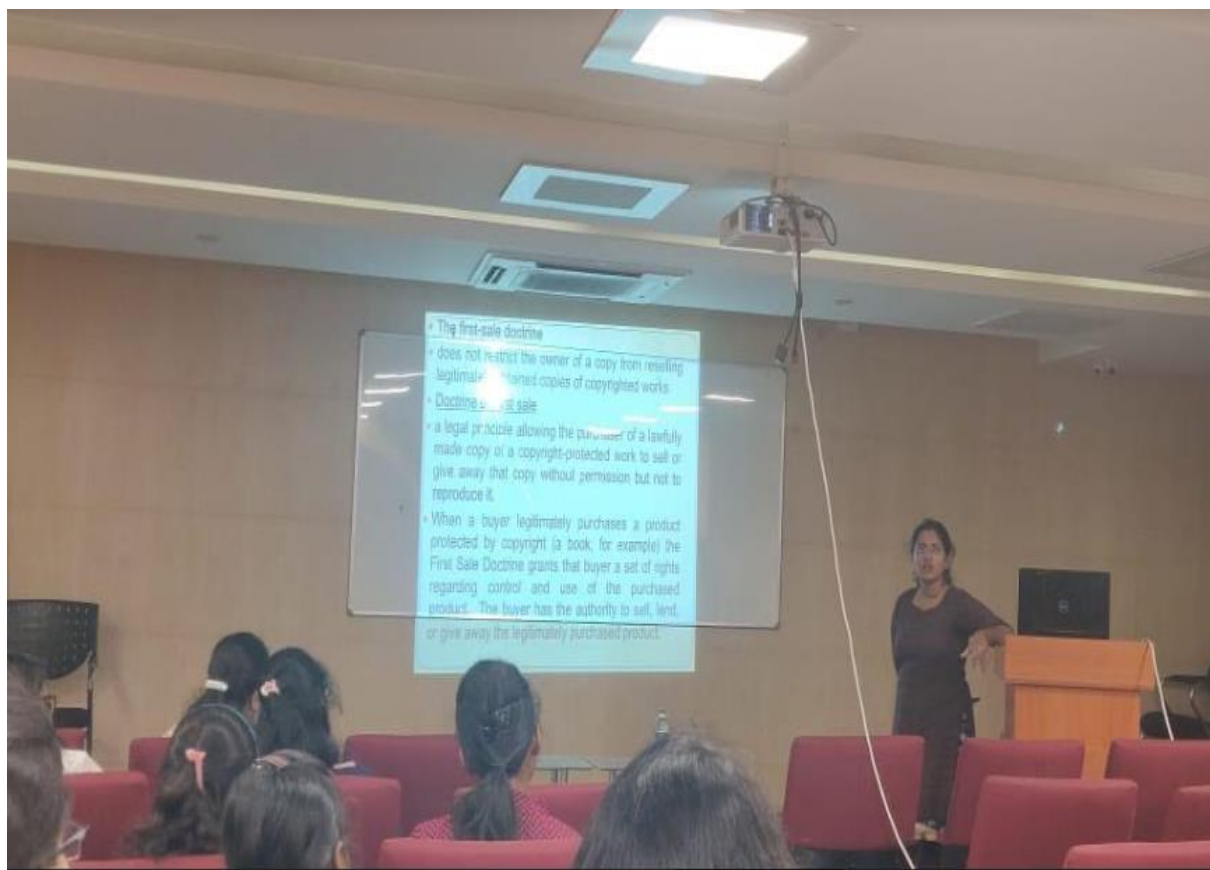
Centre for PG studies, organised workshop on “**Intellectual property rights and related laws with special focus on laws relating to trademarks**” in the college Seminar Hall on 10/12/2018 from 10 am to 4.30p.m. Ms.Janhavi KM, Final year LLB student from Christ (Deemed to be University), Bengaluru was the resource person. The first session includes law related to Intellectual property rights which is differ from other property rights, and the second session includes Trademarks provides recognition, Trademark Act, 1999, Advantages of trademarks, Legal Requirements for registration: Graphical representation, Distinctiveness, Types of Trademarks and Publication in the trademarks journal. Nearly 42 students of II year M.Com, and M,Com (FA) were attended and learnt to know the laws relating to trademarks.



**IPR Trademark Session by Ms. Janhavi KM**

## **WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS AND RELATED LAWS WITH SPECIAL FOCUS ON LAWS RELATING TO PATENTS AND COPY RIGHTS**

Centre for PG studies, organised workshop on “**Intellectual property rights and related laws with special focus on laws relating to patents and copy rights**” in the College Seminar Hall on 19/11/2018 from 10 am to 4.30p.m. Ms.Bhavana B final year law student from Christ (Deemed to be University), Bengaluru was the resource person. The first session started with the introduction of Intellectual property rights, and the patents for the new products, inventions and ideas. The session will continue with the legal representation with some practical session, advantages of this law, legal requirements for registration in the afternoon. Nearly 40 students of I year M.Com, and M,Com (FA) were attended and learnt to know the laws relating to Patents.



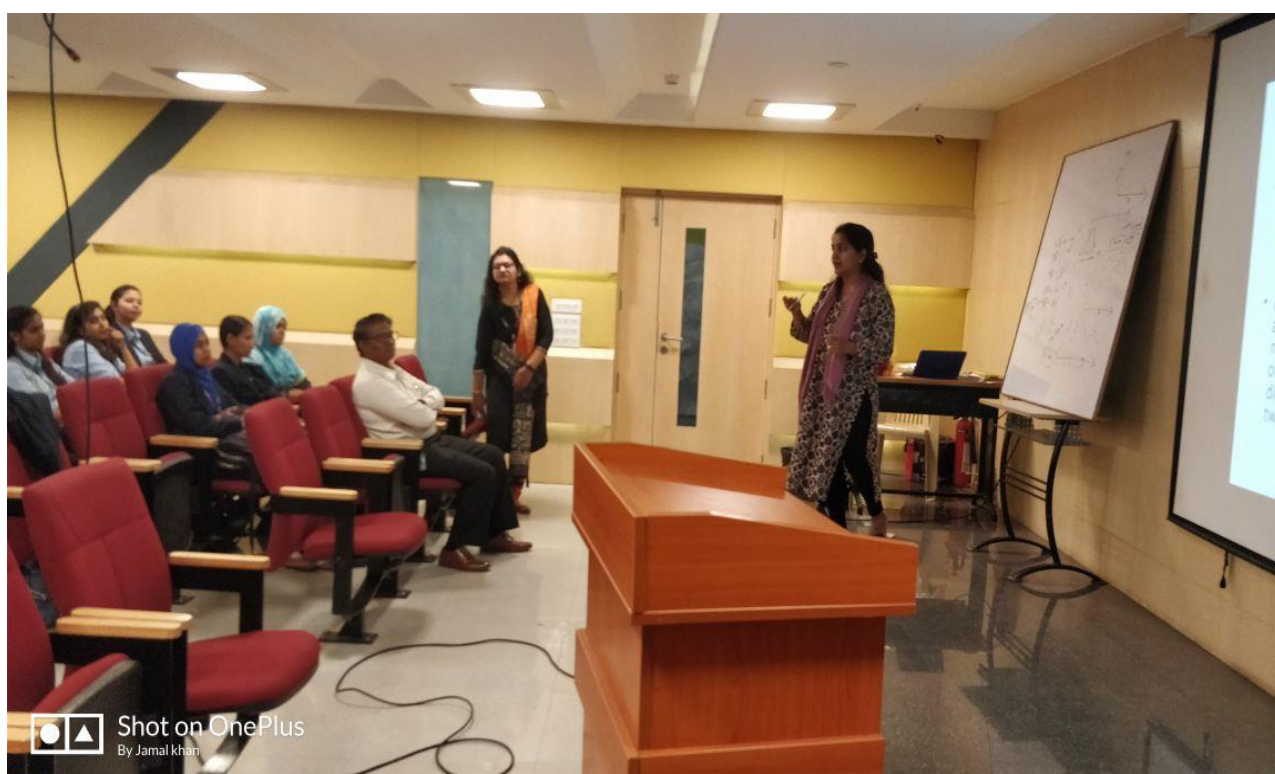
**IPR Programme-Ms.Bhavana B handling the session.**

## **Research Cell activities 2017-2018**

### **Guest lecture on Business Research methods**

#### **Topic: Tools for Data analysis**

The session started with Ms.Shashikala, Associate Professor Department of Management introducing the guest and handing over a bouquet. Ms.Sandhya addressed the IV sem BBA students about the topic- Tools for data analysis, which happens to be the fourth unit of their BRM syllabus. Ms.Sandhya with her vast exposure to analytics and research gave a deeper insight into the topic by giving relatable examples. The students listened with keen interest. She spoke about various tools for data analysis like tabulation and coding of data, ANOVA, Correlation,Regression, Hypothesistesting, Uni-variateanalysis, Bi-variateanalysis, Conjoint analysis etc. She related the topic to various interesting examples. She interacted with the students on a continuous basis and cleared their doubts and involved them in the lecture. This was followed by a question answer session and she cleared all the students' doubts and gave a deeper insight and exposure to data analysis.



Session was conducted by Ms.Sandhya

## Research Cell activities 2016-2017

### Guest lecture on Research Methodology

Department of Management organised Guest lecture on “**Research Methodology**” for BBA students on 07/03/2017 from 10.00 A.M. Dr. K. Uma Maheswari, Associate Professor from KNE was the resource person. The first session started with the question that how to select the Title for research paper or project continues with, research process, review of literature, reference writing and research design, data collection method, sampling method, hypothesis testing, plagiarism test and the second session includes the data entry, descriptive statistics, correlation, regression, chi-square test, independent sample T test, and one way ANOVA, Comparative Analysis with the help of excel application. 38 students of IV Sem were attended and learnt to know how to do the research paper and research project.



Session was conducted by Dr.Uma Maheswari



## **FDP ON RESEARCH METHODOLOGY**

Our principal Dr. B.S Srikanta conducted an in house FDP on research methodology on 27<sup>th</sup> December 2016 for the UG & PG faculty of the college.

He started the session briefly explaining about the importance of research as a continuous learning process along with teaching. He also gave the details of the various types of research.

He continued the session by explaining the various steps in research methodology like selection of the research problem, literature survey , setting objectives of the research, data collection and its interpretation, preparation of the tables & charts, statistical tools used to analyse the research problem , writing the findings & concluded finally how to write a report covering the vital aspects of the research.

Overall, the session was very useful, easy to understand, comprehensive covering the very intricate aspects of research methodology. The session was interactive & interesting. He also insisted on staff members to submit research proposal & present the papers.



Faculty members attending the research methodology.