

FACULTY DEVELOPMENT PROGRAM (E-FDP)

RESEARCH EXCELLENCE: FROM
BASICS TO ANALYTICAL INSIGHTS

26th-30th May 2025

12:00PM – 4:00PM



Department of
**MANAGEMENT
& COMMERCE**

Discover The NorthCap University

Established in 1996, formerly known as ITM University, The NorthCap University is a progressive multidisciplinary university located in the city-centre of Gurugram, Haryana. The university's rich heritage of 30 years, 13,000+ alumni and a robust academic infrastructure enables deep linkages with government, industry and research bodies. The university operates multiple schools and departments in its state-of-the-art urban campus and hosts a diverse student body of engineering, technology, management, liberal arts, law, media & entertainment, business and applied science aspirants.

NCU is recognised by the University Grants Commission (UGC) and accorded 12 (B) status. It is also recognised by the Bar Council of India (BCI). NCU is a Member of the Association of Indian Universities (AIU), a Member of the American Society for Quality (ASQ) and is accredited by Accreditation Services for International Colleges (ASIC), UK, as a 'Premier Institution.' With a 5-Star QS Ranking for Teaching, Employability, Academic Development, Inclusiveness & Online Learning, NCU ranks among the Top 30 Best Performing Universities as per ARIIA rankings.

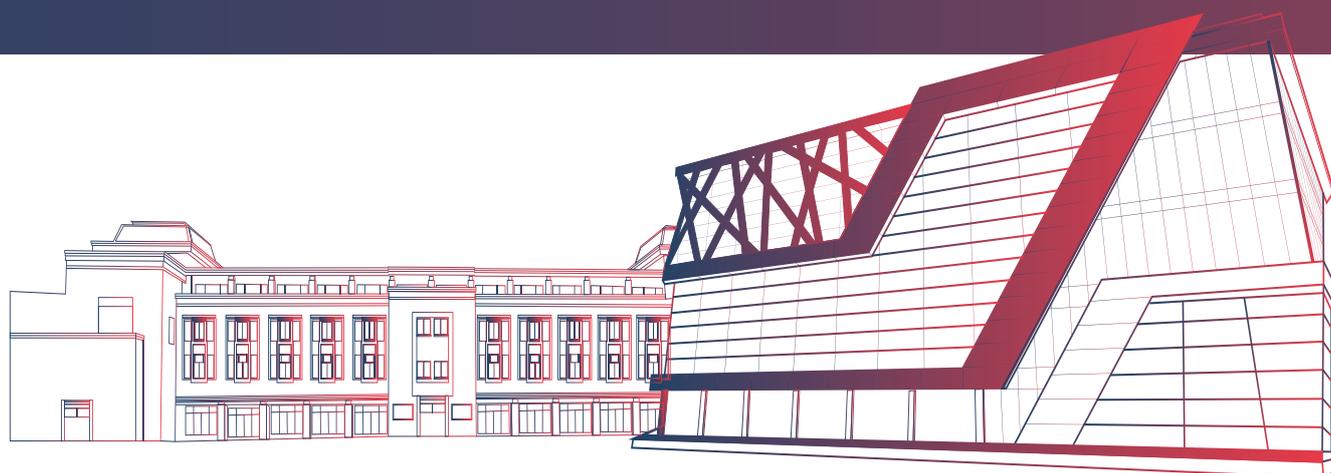
NCU is a National Assessment and Accreditation Council (NAAC) Grade 'A' accredited university that serves as a research as well as talent catalyst between students and industry. Guided by eminent academicians and industry leaders, it follows an immersive pedagogy to deliver undergraduate, postgraduate as well as doctoral programmes. With an extensive network of international university partners, NCU offers students the chance to engage in global semester exchanges, twin and dual degree programmes and cutting-edge research collaborations for unparalleled academic and cultural enrichment.

3,400⁺
STUDENTS

13,000⁺
ALUMNI
NETWORK

200⁺
PLACEMENT
PARTNERS

3  **YEARS OF
EXCELLENCE**



About

Association of Indian Universities (AIU)

The Association of Indian Universities (AIU) is an apex Inter-university organization and representative body of universities and other higher education institutions in India, established under Society Registration Act, 1860. AIU is committed to the development and enhancement of academic and administrative skills in its member universities. Therefore, AIU has taken a significant step towards enhancing the quality of education by opening Academic and Administrative Development Centres (AADCs) in member universities across India. These centres are focused on faculty training and provide their services on training faculty members and administrative functionaries of the member universities.

Department of Management & Commerce

The Department of Management & Commerce at The NorthCap University offers BBA, BBA (Business Analytics), BBA (Digital Marketing), B.com. (Hons), B.com. (Financial Markets), B.com. (ACCA), BA (Hons) Economics and PhD programs in Management and allied disciplines. Department of Management & Commerce has been progressive in its approach and kept abreast of the latest trends and industry requirements. As a progressive student friendly institution, NCU-DMAC has introduced programs like BBA with specializations in Entrepreneurship & Family Business, Digital Marketing and Business Analytics and B.com. with specializations in Financial Markets and ACCA. Experienced faculty at DMAC using innovative teaching methods make learning fun and engaging with help of smart classrooms, multimedia aids, learning management systems and blended learning pedagogy.

The Faculty Development Programme

The Faculty Development Program (FDP) on “Fundamentals of Research: From Conceptualization to Data Analysis” is designed to provide research scholars and faculty members with essential skills in research methodology, data collection, statistical analysis, and academic writing. This five-day intensive program aims to build a strong foundation in research, enabling participants to conduct high-quality empirical studies with confidence.

This FDP will follow a step-by-step approach, covering:

- Understanding research fundamentals (types of research, literature review, and problem formulation)
- Developing research instruments (questionnaire design, hypothesis formulation, and sampling techniques)
- Applying statistical techniques (parametric and non-parametric tests, correlation, and regression using Excel)
- Enhancing research writing skills (structuring a research paper, avoiding plagiarism, and publishing strategies)
- Reference management tools (introduction to Mendeley for organizing citations and literature)

Through interactive lectures, hands-on exercises, and practical case studies, this program will ensure that research scholars gain clarity in research methods, improve their data analysis skills, and prepare themselves for publishing in quality journals.

By the end of this FDP, participants will:

- Develop a clear understanding of research methodologies and statistical tools
- Learn how to design a questionnaire and formulate research hypotheses
- Gain hands-on experience in analysing data using Excel
- Master academic writing techniques for research papers
- Understand the process of publishing in reputed journals (Scopus, ABDC, etc.)

Potential Beneficiaries

- Research Scholars
- Faculty Members from Academic Institutions
- Research Associates and Postgraduate Students

Objectives of the Program

- To introduce participants to fundamental and advanced research methodologies
- To equip scholars with skills in questionnaire design and hypothesis testing
- To provide hands-on training in statistical analysis using Excel
- To familiarize participants with parametric and non-parametric tests
- To guide scholars on academic writing and best practices in publishing
- To introduce Mendeley for effective reference management
- To build confidence in interpreting research findings and making informed conclusions
- This FDP will empower research scholars with the necessary skills to conduct methodologically sound and statistically robust research, paving the way for high-impact academic contributions.

Resource Persons

The resource persons are prominent statisticians /professors in the field of statistics and data science. They have an extensive experience with the application of statistical analysis in a research evaluation.

Schedule

Day & Date	Time	Session Title	Key Topics Covered
Day 1: May 26, 2025	12:00 PM – 1:30 PM	Introduction to Research & Literature Review	What is Research? Objectives & Significance Types of Research: Exploratory, Descriptive, and Experimental Steps to Conduct an Effective Literature Review Tools for Referencing & Citation (Zotero, Mendeley)
	1:30 PM – 1:45 PM	Break	
	1:45 PM – 3:15 PM	Identifying Research Gaps & Formulating Research Questions	How to Find Research Gaps? Framing Strong Research Questions Writing a Problem Statement Understanding Theoretical & Conceptual Frameworks
	3:15 PM – 4:00 PM	Hands-on Activity	Writing a Research Problem Statement

Day & Date	Time	Session Title	Key Topics Covered
Day 2: May 27, 2025	12:00 PM – 1:30 PM	Research Design & Sampling Techniques	Types of Research Design Population vs. Sample Sampling Methods (Random, Stratified, Purposive)
	1:30 PM – 1:45 PM	Break	
	1:45 PM – 3:15 PM	Questionnaire Design & Hypothesis Formulation	How to Develop a Good Questionnaire? Understanding Likert Scales Writing Effective Hypotheses (Null & Alternative)
	3:15 PM – 4:00 PM	Practical Exercise	Creating a Simple Questionnaire
Day 3: May 28, 2025	12:00 PM – 1:30 PM	Data Collection & Ethics in Research	Primary vs. Secondary Data Ethics in Research: Plagiarism, Data Privacy Best Practices for Data Collection
	1:30 PM – 1:45 PM	Break	
	1:45 PM – 3:15 PM	Introduction to Data Analysis Using Excel & Google Forms	Basics of Data Cleaning & Sorting Creating Charts & Graphs Summarizing Data with Excel Functions
	3:15 PM – 4:00 PM	Hands-on Activity	Analyzing Sample Data in Excel
Day 4: May 29, 2025	12:00 PM – 1:30 PM	Understanding Parametric & Non-Parametric Tests	What are Parametric & Non-Parametric Tests? When to Use t-Test, ANOVA, Chi-Square Interpreting p-values
	1:30 PM – 1:45 PM	Break	
	1:45 PM – 3:15 PM	Basics of Correlation & Regression	Understanding Correlation (Positive, Negative, No Correlation) Simple Linear Regression with Examples Interpreting Regression Output
	3:15 PM – 4:00 PM	Practice Exercise	Performing Correlation & Regression in Excel
Day 5: May 30, 2025	12:00 PM – 1:30 PM	Writing a Research Paper & Avoiding Common Mistakes	How to Structure a Research Paper? (Abstract, Introduction, Methodology) Common Mistakes in Research Writing Choosing the Right Journal
	1:30 PM – 1:45 PM	Break	
	1:45 PM – 3:15 PM	Finalizing Research & Publishing Basics	Understanding Peer Review Process Avoiding Plagiarism Basics of Research Grants & Funding
	3:15 PM – 4:00 PM	Q&A & Certificate Distribution	Open Discussion & Feedback

Certificate for Participation

All participants will receive 'Certificate of Participation' after successful completion of the programme.

Registration Fee

Registration Fee: **INR 500/- (Non-refundable)**

Payment Details

Name - The NorthCap University

Account no - 82472010013980

Bank - Canara Bank

IFSC - CNRB0018247

Bank's Address: NCU, Sector-23A, Gurgaon

After registration, kindly join the WhatsApp group for further updates.

<https://chat.whatsapp.com/Dp62pFQ8PUN0NXAwif6HEX>

Contact Details

Dr. Priyanka Banerji, Associate Professor,

DMAC, The NorthCap University, Gurugram, NCR

Email: priyankabanerji@ncuindia.edu

Mobile Number: +91 9781200840

Mr. Dheeraj Kumar, Program Office,

DMAC, The NorthCap University, Gurugram, NCR

Mobile Number: +91 9837849305

Phone: + 91 124 2365811/12/13

Patrons



Prof. Prem Vrat

Pro-Chancellor
The NorthCap University, India



Prof. (Dr.) Nupur Prakash

Vice Chancellor
The NorthCap University, India



Dr. Pankaj Mittal

Secretary General
Association of Indian Universities
(AIU), Delhi, India

Programme Chair



Dr. Deergha Sharma,

Officiating Head, DMAC,
The NorthCap University, India

Programme Convener



Dr. Priyanka Banerji,

Associate Professor, DMAC
The NorthCap University, India



Sector 23A, Gurugram - 122017, India
Tel : +91 124 2365811/12/13 | Email : ncu@ncuindia.edu
Web : www.ncuindia.edu