



**Y'sha Pravin Gandhi College of Arts, Science & Commerce**  
Bhadr Vaidya Swami Marg, North South Rd No. 1, Jew's School, VII, Park, W. Mumbai-400045  
NAAC Accredited "A" Grade with CGPA 3.04



# DEPARTMENT OF "MA IN ENTERTAINMENT MEDIA AND ADVERTISING" UPG'S IQAC AND

Organises One day Online Workshop On



# "RESEARCH METHODOLOGY AND DATA ANALYSIS TECHNIQUES"

DATE: 17TH APRIL 2021 | 10.30 AM TO 3.30 PM



# PROGRAM FLOW

- 10.30 am-Welcome by Ms Urmii Shah (CR Advertising and Marketing)
- 10.35 am-Address by Principal- Dr A Kapoor
- 10.40 am- Address by IQAC Coordinator- Prof. Smruti Nanavati (IQAC's initiatives on Research)
- 10.45 am **Session 1** Aim, Objectives, Hypothesis and Literature Review by Dr Sneha Abhedkar
- 12 pm Session 2 Types of Research, Methodology and Design by Dr Deeksha Chamola
- 1.20pm Break
- 2pm Session 3 Research Data Analysis using different Techniques- Dr Naresh Sukhani
- 3.20pm Vote of thanks by Ms Lakshmi Londhe (CR Film and Television)



## Research Methodology and data analysis techniques

UPG's IQAC and department of "MA in Entertainment Media and Advertising" organised One day online workshop on "Research Methodology and data analysis techniques" for Master's students. This workshop aimed at educating students on Research methodology concepts, methods and it's various techniques. Workshop was organised on 17<sup>th</sup> April 2021. Due to covid norms it was online workshop. Workshop timings were between 10.30 am and 3.30 pm

Registrations were done online.

Following was the program Flow

- 1 10.30 am-Welcome by Ms Urmi Shah (CR Advertising and Marketing)
- 2 10.35 am-Address by Principal- Dr A Kapoor
- 3 10.40 am- Address by IQAC Coordinator- Prof. Smriti Navati (IQAC's initiatives on Research)
4. 10.45 am **Session 1** Aim, Objectives, Hypothesis and Literature Review by Dr Sneha Subhedar
- 5 12 pm **Session 2** Types of Research, Methodology and Design by Dr Deeksha Chamola
- 6 1.20pm Break
- 7 2pm **Session 3** Research Data Analysis using different Techniques- Dr Naresh Sukhani
- 8 3.20pm Vote of thanks by Ms Lakshmi Londhe (CR Film and Television)

All students of M.A including both the specializations attended the workshop along with faculties. Almost 55 students and faculties attended the workshop.



A handwritten signature in blue ink, appearing to be "Urmi Shah", written over a horizontal line.