

3.2.2.1

Research Methodology and Entrepreneurship B.Sc. in Hospitality Studies and SCM

Research Methodology Workshop 2018-19 by SCM

scm sophia  
presents

## Research Methodology Workshop

LEARN THE PROCESS TO DESIGN AND CONDUCT MEDIA RESEARCH:

*Understand the Process, select a problem, frame a Research Question, prepare an annotated bibliography, conduct a literature review, select the methodology, design the instrument Understand collection and analysis of data and how to prepare the Report*

Date: 8th January 2019: 8 am to 1 pm  
Venue: SCMSophia Studio

SOPHIA SMT MANORAMADEVI SOMANI COLLEGE

**DR. SUNITHA CHITRAPU**  
Researcher



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