

3.2.2.1

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

Research Methodology Workshop 2019-20 by SCM

Learn the process to design and conduct Media Research:

1. Understand the Process
2. How to select a problem and frame a Research Question
3. The Collection and analysis of data
4. The Preparation of the Report
5. How to prepare an annotated bibliography and conduct a literature review
6. How to select the appropriate methodology and design the instrument
7. How to recognize plagiarism and how to avoid it

scm sophia presents

Research Methodology Workshop

Date: 7th January 2020;
8 am to 1 pm
Venue: SCMSophia Studio

Dr. Sunitha Chitrapu

SOPHIA SMT MANORAMADEVI SOMANI COLLEGE



PRINCIPAL
SOPHIA-SMT. MANORAMA DEVI SOMANI COLLEGE
Sophia Campus,
Bhulabhai Desai Road,
Mumbai-400 026.