

**ONE WEEK ONLINE SHORT TERM COURSE (STC)**  
**on**  
**RESEARCH METHODOLOGY**  
**(QUANTITATIVE RESEARCH THROUGH SMART PLS)**

**Organized by**  
**CENTER FOR TRAINING & DEVELOPMENT, JAMIA HAMDARD**

**About STC on Research Methodology:**

A Research Methodology gives research legitimacy and provides scientifically sound findings. It structures the research process and ensures valid, effective research is conducted. Research Methodology simply refers to the practical “How” of a research study. Research Methodology Specialization will provide theoretical and practical knowledge and applied skills for research design and methods including quantitative, qualitative and mixed method research.

The Aim of this workshop is to provide a roadmap for researchers to follow, ensuring that their studies are conducted in a systematic, rigorous, and objective manner. The Methodology will give shape to your ideas, with a great understanding on the terminologies of scientific inquiry and research process which would help you to begin your research journey smoothly.

Eminent educators from Jamia Hamdard with expertise in various fields of Research, Teaching & Training will be the Resource Persons.

TOPIC
Research Approach
Research Design & Sampling Techniques
Questionnaire Design
Scaling Techniques
Introduction to SMART PLS
Data Analysis through PLS-SEM
Mediating & Moderating Effect
Systematic Literature Review
Research Paper Writing

**Duration: 2 days**

**Fee: INR 1000/- per participant**

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