

# ST. FRANCIS COLLEGE | BENGALURU

Permanently Affiliated to Dr. Manmohan Singh Bengaluru City University  
Accredited 'B++' Grade by NAAC | Approved by AICTE

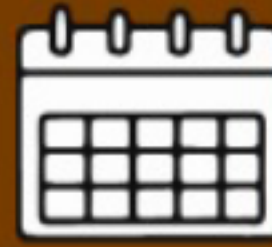
An IQAC INITIATIVE

DEPARTMENT OF MBA

Organizes  
TWO DAY

## MANAGEMENT DEVELOPMENT PROGRAMME(MDP)2026 RESEARCH DESIGN AND METHODOLOGY: TOOLS & TECHNIQUES

(Especially designed for the fulfillment of the final year project  
dissertation of 4<sup>th</sup> sem MBA students)



7<sup>TH</sup> & 8<sup>TH</sup> July 2026  
4<sup>th</sup> Floor Seminar Hall





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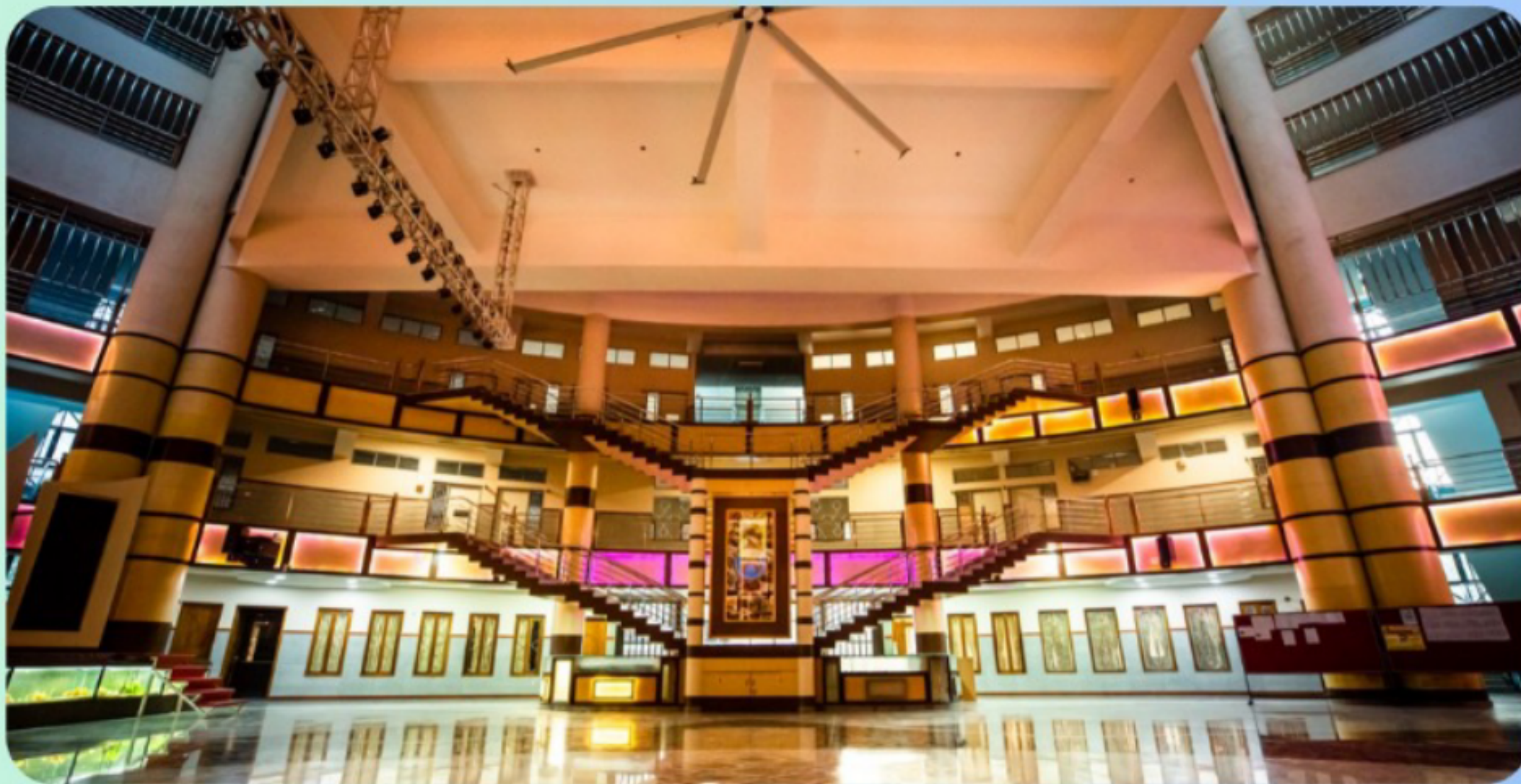
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MANAGEMENT DEVELOPMENT PROGRAMME(MDP)2026

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TOOLS & TECHNIQUES

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#### ABOUT FRANCISCAN MISSIONARY BROTHERS

The Congregation of the Franciscan Missionary Brothers was founded by Rev. Bro. Paulus Moritz of Germany, in India, in 1901. Since then the Congregation has devoted itself in the service of the humanity through its various schools, colleges, orphanages and technical institutes in a number of states all over the country. In addition to these institutions the Franciscan Congregation has its branches spread in many other countries like Germany, Switzerland, USA etc.

#### ABOUT ST. FRANCIS COLLEGESt.

Francis College, Koramangala, Bengaluru, is a Minority Christian College, managed by the Franciscan Brothers, and is nurtured by the principles of moral uprightness, social responsibility and pursuit for excellence. The college is secular in outlook wherein students of all religions, caste and community are treated at par. The college aims not only at academics but also the holistic development of the students.

#### ABOUT THE DEPARTMENT OF MBA

The Department of MBA, inaugurated in the academic year 2021-22, stands as a beacon of academic excellence and innovation. Bolstered by a team of exceptionally qualified faculty members, the department prides itself on its commitment to nurturing future leaders and professionals. It provides a holistic learning experience that combines theoretical prowess with practical insights. The esteemed faculty, with their rich industry experience and research acumen, ensure a dynamic and engaging educational journey for students. With its robust curriculum, state-of-the-art facilities, and unwavering dedication to scholarly growth, the Department of Post Graduate Studies is poised to empower its graduates to excel in a rapidly evolving professional landscape.



+91 93428 59137 Mr. Chandan. A  
+91 97510 16657 Dr. Soniya K





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## ABOUT THE CHIEF GUEST



Dr. Nagaraju L.G. is a distinguished academic, researcher, and educator with over fifteen years of progressive experience in higher education, research, and institutional development. He currently serves as Assistant Professor at the School of Management Studies, REVA University, Bengaluru, where he has made substantial contributions to pedagogy, curriculum design, and applied research. His scholarly work spans Social Entrepreneurship, Sustainable Development, Agripreneurship, Tourism Management, Artificial Intelligence in Business, and Climate Action. A recipient of national and international recognitions – including the National Mentor Award (Ministry of Education, Govt. of India, 2026), the World Youth Skills Day Award (IMRF, 2021), and multiple Best Research Paper Awards – Dr. Nagaraju exemplifies the highest standards of academic excellence, social engagement, and leadership. His research has been disseminated through peer-reviewed journals, conference proceedings, book chapters, and authored books, with presentations delivered at premier forums including IEEE conferences, IIT Madras, IIM Bangalore, and international institutions in Indonesia and Geneva.

## ABOUT THE RESOURCE PERSON



Dr. Maria Boaler is an academician and researcher with over 19 years of teaching experience in Marketing and General Management Subjects. She is currently serving as an Assistant Professor at REVA University, Bengaluru, where she also leads as Research Vertical. Her expertise includes Marketing Management, Retail Management, Research Methodology, and Data Analytics, with focused research interests in AI-driven Consumer behavior, digital marketing, and supply chain analytics. She has contributed to the academic community through Scopus-indexed publications, book chapters, and conference presentations. Dr. Boaler is actively involved in research supervision, curriculum development, and academic leadership, and also serves as a reviewer for reputed journal, reflecting her commitment to research excellence and innovation in management education.

## DAY -1 – 07-07-2026 - Research Design and Data Collection

SL. NO	TIME	PARTICULAR	VENUE
1	9:00 a.m. – 9:30 a.m	Programme Inauguration	4th Floor Seminar Hall, St. Francis College
2	9:30 a.m. – 11:00 a.m	Session 1: i) Introduction to Research ii) Identifying the Research Problem ii) Topic Selection and Title Formulation	4th Floor Seminar Hall, St. Francis College
3	1:00 a.m. – 11:30 a.m	Short Break	
4	11:30 a.m. – 1:30 p.m.	Session 2: i) Selection of Variables and Research Framework ii) Review of Literature iii) Hypothesis Development	4th Floor Seminar Hall, St. Francis College

## DAY -2 – 08-07-2026 - Data Analysis, Report Writing and Publication Ethics

SL. NO	TIME	PARTICULAR	VENUE
1	9:00 a.m. – 10:30 a.m.	Session 1: i) Research Design ii) Questionnaire Development ii) Data Collection and Preparation	4th Floor Seminar Hall, St. Francis College
2	10:30 a.m. – 11:00 a.m.	Short Break	
3	11:00 a.m. – 1:15 p.m.	Session 2: i) Writing Analysis and Interpretation ii) Dissertation/Research Report Writing iii) Referencing and Citation Management iv) Plagiarism and AI Ethics	4th Floor Seminar Hall, St. Francis College
4	1:15 p.m – 1:30 p.m.	Valedictory	4th Floor Seminar Hall, St. Francis College



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