

A.V.C. COLLEGE OF ENGINEERING

Mannamapandal.

Department of Management Studies

Organized

**"One day work shop on Data Analysis and Research Methodology for
MBA Students"**

On

21.01.2026

Time: 9.30 am to 4.30 pm

Venue : MBA Seminar Hall

Chief Guest

Mr. S. Karthick B.Com, MBA, M.Phil, (Ph.D.)

Department of Business Administration,

Annamalai University,

Chidambaram.

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"One day work shop on Data Analysis and Research Methodology for MBA Students"

A one-day workshop on “Data Analysis and Research Methodology for MBA Students” was organized by the Department of Management Studies, A.V.C. College of Engineering. The workshop aimed to enhance students in Research activities.

Resource Person Profile

The workshop was handled by Mr. S. Karthick (B.Com, MBA, M.Phil, Ph.D. Scholar), Research Scholar, Department of Business Administration, Annamalai University, Chidambaram. The resource person shared valuable academic and practical insights into research and analysis.

Session Content

Introduction

The workshop aimed to enhance students' knowledge in research techniques and data analysis methods used in management studies. The session provided both theoretical understanding and practical exposure to research processes

Key topics covered:

Data description and hypothesis testing involve summarizing and analyzing data to draw meaningful conclusions. Descriptive statistics such as mean, median, mode, standard deviation, and variance help understand the central tendency and dispersion of data, while data visualization tools like charts and graphs present patterns clearly. Hypothesis testing includes parametric tests like t-test and ANOVA for normally distributed data, and non-parametric tests such as Chi-square and Mann–Whitney U test when normality is not assumed. Statistical analysis can be performed using Excel, R, or Python. Correlation and regression analysis measure relationships between variables, where correlation shows the strength and direction of association, and regression predicts the dependent variable based on independent variables. Forecasting uses time series data with techniques like moving averages and exponential smoothing to predict future trends, and real-time forecasting models support business decisions such as sales and demand prediction.

Background and Need

In the modern business environment, decision-making is data-driven. MBA students must understand how to Conduct systematic research Analyze data effectively Interpret results for business decisions. this workshop was essential to develop students’ skills in handling research projects, dissertations, and business problem-solving using analytical methods.

Reflection (by student)

The workshop was highly informative and useful. We gained clear knowledge about research methods and data analysis techniques. The resource person explained concepts in a simple and practical way, making it easy to understand. This session will help us in **Doing academic research, Preparing project reports, Improving analytical thinking**. Overall, the workshop enhanced our understanding of research and its application in management studies.

Photo Gallery



Faculty Co-ordinator

Dr. M.S. Gayathri

HOD/MBA

Dr. G. Sridevi