

**Two Weeks Online**  
**Faculty Development Programme**  
**On**  
**Entrepreneurial Research**



**5<sup>th</sup>-18<sup>th</sup> January 2021**

**Organized by**  
**Department of Commerce**  
**(Centre of Excellence)**  
**University of Lucknow**  
**Lucknow**

**on**

*Zoom platform*

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## **Preamble**

Research affects society and the lives of each one of us. The creation of new goods and services improves the quality of living of the individuals as well as of the society. Entrepreneurship is important as it has the ability to improve standards of living and create wealth which in turn boosts up national income and tax revenue and generates employment.

## **Course Objectives**

The participants will be able to:

- To generate awareness about entrepreneurship among researchers.
- To familiarize with govt. policies and programmes of entrepreneurship and ODOP
- To gain insight into research phenomenon and enhance skills to prepare an appropriate research design.
- To gain exposure of various research methodologies available to conducting research.
- To promote research regarding MSMEs specially in Semi-urban areas of U.P.

## **Course Content**

- Fundamentals of Entrepreneurship
- Financing policies of U.P. Govt. regarding MSMEs specially with One District One Product (ODOP)
- Data entry into SPSS, Managing data, Graphics etc.
- Parametric Tests: Independent t-test, Paired t-test, ANOVA, Repeated measures ANOVA.
- Non-parametric Test: Mann-Whitney, Wilcoxon rank, Kruskal Wallis, Friedman ANOVA, Chi-square test.
- Exploratory Factor Analysis
- Multiple Regression Analysis, Discriminant Analysis, Logistic Regression, Cluster Analysis.
- Confirmatory Factor Analysis and Testing of Structural Equation Modeling with AMOS.
- Paper Publication & Plagiarism

## **Important Dates:**

Last date of registration: 30<sup>th</sup> December, 2020

Duration of workshop: 05-18 January, 2021

## **Eligibility Criteria:**

Academicians, professionals, research scholar, entrepreneurs from any discipline who wants to enhance their conceptual and analytical skills regarding research methodology, academic writing and entrepreneurial development.

## **Registration Fees:**

Registration fee is Rs. 1000/- for all participants. Registration fee is non-refundable. Online fee to be paid through NEFT/RTGS/IMPS:

Bank Name: Indian Overseas Bank, BSIP Branch

Account Holder Name: Head, Department of Commerce, Lucknow University

Account No.:187301000003667

IFS Code: IOBA0001873

**Selection Criteria:** Selection will be on the basis of **first come first serve**. Seats are Limited.

## **How to Apply:**

Interested candidates may apply by filling registration form by using the given link:

<https://forms.gle/rYgEYfCKR35iA8M87>

### About Department of Commerce

Known as the 'Gateway to Commerce Education' in India, the Department is a pioneering institution which has earned a niche for itself in academic excellence ever since its inception in 1921 A.D.

With a vision for tomorrow, the Department continues its endeavour in research, business and management education, consultancy.

The Department aims at upliftment of overall academic standards of both teachers and students, to make the Department of Commerce a centre of excellence.

Recognising its academic achievements, the Department was conferred the distinction of being selected for **Centre of Excellence** by the Government of U.P.

### About University of Lucknow

Situated amidst the scenic ambience on the northern bank of the mythological river Gomti, the University of Lucknow has a long and eventful history and an enviable place amongst premier institutions of academic excellence in the country.

The University today imparts education in eight faculties of Arts, Science, Commerce, Ayurved, Education, Law, Fine Arts and Engineering. It has under its ambit around 170 associated colleges which impart teaching at both undergraduate and postgraduate levels to approximately 25,000 students in LU campus and approximately 1,50,000 students in associated colleges.

The University was set up in 1920 and has completed 100 glorious years of its establishment.

#### Organizing Committee

##### **Patron**

Prof. A.K. Rai  
Hon'ble Vice Chancellor  
University of Lucknow

##### **Convener**

Prof. Audhesh Kumar  
Head, Department of Commerce  
University of Lucknow

##### **Co-Convener**

Prof. Ram Milan  
Department of Commerce  
University of Lucknow

##### **Co-ordinator and Project Investigator**

Dr. Geetika T. Kapoor

##### **Advisory Committee**

Prof. Arvind Kumar  
Prof. S.K. Shukla

#### Organising Team

- Pawan Kumar
- Zaibun Nisa
- Suvant Verma
- Reetika Singh
- Anjali
- Rupali Shukla
- Yudhvir Singh
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