

# Registration Form

(Fill in Block Letters)

Name:.....

Designation:.....

Organization:.....

Qualification:.....

Area of specialization:.....

Correspondence Address .....

.....

.....Pin:.....

Telephone:.....Mobile:.....

E-mail:.....

Details of DD: Amount Rs 20,000/-

DD No. ....

Drawn on:.....

Applicant Signature:

**\*Last Date of submission is: October 5, 2016**

## About IIT Delhi

The Indian Institute of Technology Delhi is known for center of excellence for higher education, training, research and development in Science, Engineering, Technology and Management in India. The Institute emphasizes on research based educational and academic deliverables, which have high industrial and societal impact.

## About The Program

There is a rapid growth of qualitative research methods across the globe in last two decades. Qualitative research is now considered as a powerful tool for market research as it provides detailed insightful and descriptive data rather than only statistical and predictive data. This program consists of series of interactive lectures on qualitative research by experts from IITs, IIMs and industry. Earlier qualitative research was used in social sciences. Today these methods are increasingly be used in other discipline such as management, health, education, law etc. The purpose of this program is to develop an understanding of various philosophies underlying qualitative research and further provide the comprehensive view of various qualitative research methods and its application in current research studies.

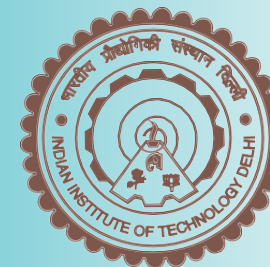
## Who Should Attend

The program is open for all including researchers, faculty and practitioners interested in qualitative research methods.

Indian Institute of Technology Delhi

## Certificate Program on Qualitative & Interpretive Research in Management (Under Continuing Education Programme)

**Program Dates: October 14- 16, 2016**



## Program Coordinator

Dr. Mahim Sagar

## Venue

Department of Management Studies, Indian  
Institute of Technology Delhi

## Certificate

The participants will get “Participation Certification” from IIT Delhi for attending the program. The format of the certificate is available on website.

## Contact

Ms. Delma Momi  
(DMS IIT Delhi)

Mobile: +91-9971496185

Email- [qirm.iitd@gmail.com](mailto:qirm.iitd@gmail.com)

Website:- <http://cepqip.iitd.ac.in/aboutus.html>



Indian Institute of Technology Delhi

## Topics Covered

- Epistemology of qualitative research
- Defining Qualitative Research
- Designing Qualitative Research
- Methods of data collection:
  - Case study
  - Grounded Theory
  - Focus Group
  - Phenomenology
  - Ethnography
  - Observation
  - Interpretive structure Modeling (ISM) and Total Interpretive structure Modeling (TISM)
- Data management in Qualitative Research Methods
- Analyzing Data in Qualitative Research
- Combining Qualitative and Quantitative Research
- Writing up qualitative research for publication

## Teaching Pedagogy & Faculty Resource

Faculty members from IITs and IIMs will deliver key sessions. Corporate leaders, experts and practitioners from the industry will also share their knowledge and experience. Group discussions, case studies, storytelling, group activities and interactive lectures will add up to provide an ideal blend of techniques for learning and professional development. Some of the eminent speakers with their area of specialization are follows-

- Prof. Abhinandan K Jain (Faculty, IIM Ahmadabad)- Case study
- Prof. Sushil (Faculty, IIT Delhi)- ISM/TISM
- Prof. Kanika T. Bhal (Faculty, IIT Delhi)- Grounded Theory & Research Design
- Dr. Mahim Sagar (Faculty, IIT Delhi)- Case study
- Dr. Amlendu Kumar Dubey (Faculty, IIT Delhi)

There will be mentorship Session also for solving individual query of participants.

## Registration

The interested participants are required to send scan copy of duly filled registration form latest by October 5, 2016 at [qirm.iitd@gmail.com](mailto:qirm.iitd@gmail.com) and hard copy along with a demand draft of Rs. 20,000/- in favour of “Registrar, IIT Delhi” payable at New Delhi to the following address : *The Coordinator, Room No. 506, Department of Management Studies, Vishwakarma Bhavan, IIT Delhi, Hauz Khas, New Delhi-110016.*

## Accommodation

Due to limited number of rooms in the guest house, the allotment will be on first come first serve basis. Please note that participants will have to bear the accommodation expense and settle the dues before checking out of the guest house. However few hotels in the vicinity of IIT Delhi have been suggested below.

- **Shyama International**
- **Qutub Residency**
- **Shreyans Inn**
- **Woodpecker Apartments & Suites Pvt. Ltd**