



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (Autonomous), VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognised u/s 2 (f) & 12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University

Accredited by NAAC with "A" Grade (3rd Cycle) – An ISO 21001:2018 EOMS Certified Institution by DST

- FIST

PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION ORGANIZED GUEST LECTURE

On

RESEARCH METHODOLOGY : HYPOTHESIS TESTING

01.08.2024

INVITATION

**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN(AUTONOMOUS)
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**PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES ORGANIZES
GUEST LECTURE ON 01.08.2024**

SOB - TALK SERIES - 5

TOPICS

Research Methodology : Hypothesis Testing
Financial Management : Capital Budgeting

CHIEF GUEST
Mr. B. FUZAIL AHMED
MBA., M.Com., M.Phil., NET., SET., (Ph.D)
Assistant Professor in the Department of Business
Administration, Islamiah College (Autonomous), Vaniyambadi

Venue : AV Hall
Time : 10 am To 01 pm

All are Cordially Invited

V. Dilip Kumar Jain
President

Anand Singhvi
Secretary

Dr. M. Inbavalli
Principal

AGENDA



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SOB TALK SERIES 05

On

"Research Methodology: Hypothesis Testing"

1st August 2024 @ 10:00 A.M.

Venue: New Seminar Hall

AGENDA

Prayer	
Welcome Address	:Ms. AANCHAL SHARMA H III BBA
Felicitation	: Dr. D. Vetrivelan, School of Business, Dean, MKJC
Guest Introduction	: RUCHITHA N P III BBA
Guest Speech	: Mr.B.Fuzail Ahmed Assistant Professor – Department of Business Administration Islamiah Collage (Autonomous) Vaniyambadi – 635752
Vote of Thanks	: Ms. Rakia Ahmed R K III BBA
National Anthem	

ALL ARE CORDIALLY INVITED


PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District

REPORT



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS), VANITYAMBADI



Activity Report

Title	Hypothesis Testing		
Organized By	PG Department of Business Administration		
Type of Activity	Guest lecturer		
Level	Department		
Date	01.08.2024	Time	10.00 am
Venue	New Seminar Hall	Mode	Offline
Resource Person Details	Dr.B.Fuzail Ahmed MBA.,M.Com.,M.phil.,NET.,SET (Ph.D) Assistant Professor Department of Business Administration Islamiah College (Autonomous) Vaniyambadi – PH NO - 8608355622		
Objective of the guest lecturer	<ul style="list-style-type: none">❖ To Formulate Testable Hypotheses❖ To Determine the Appropriate Testing Technique❖ To Analyze Data for Statistical Significance❖ To Minimize Type I and Type II Errors❖ To Interpret Results and Make Informed Conclusions		
Internal Participants Count	Students :48	External Participants Count	Students : Nil

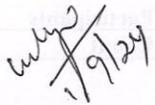
Summary

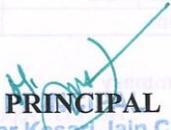
The PG Department of Business Administration organized the fifth edition of the SOB Talk Series on August 1, 2024, at 10:00 AM in the New Seminar Hall. The guest lecture, conducted in offline mode, featured Dr. B. Fuzail Ahmed, Assistant Professor from the Department of Business Administration, Islamiah College (Autonomous), Vaniyambadi. The session focused on the critical topic of **Hypothesis Testing in Research Methodology**, aimed at enhancing students' understanding of scientific research practices. Dr. Fuzail Ahmed provided deep insights into formulating testable hypotheses, selecting appropriate testing techniques, analyzing data for statistical significance, and addressing Type I and Type II errors. He emphasized interpreting results effectively to draw valid research conclusions. The engaging and informative session was attended by 63 internal students and received excellent feedback for its clarity and practical relevance. This lecture proved to be a valuable academic enrichment activity for aspiring researchers in the field of business administration.

Outcome of the Programme

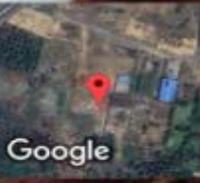
Students gained the ability to formulate testable hypotheses by understanding how to convert research problems into clear, concise, and measurable statements. This helped in laying a strong foundation for conducting structured and focused research. Participants learned to determine appropriate testing techniques by evaluating various statistical tools such as t-tests, chi-square tests, and ANOVA, and matching them with data types and research objectives for accurate analysis. Students developed the skill to analyze data for statistical significance, learning how to calculate and interpret p-values, confidence intervals, and test statistics to evaluate whether results support or refute the hypotheses. Learners understood the importance of minimizing Type I and Type II errors, gaining insight into how incorrect conclusions can impact research validity, and how to adjust significance levels and sample sizes to reduce these risks. Participants improved their ability to interpret test results and draw meaningful conclusions, enhancing their decision-making skills based on evidence derived from data analysis, which is crucial for business research and reporting.


HOD


IQAC DIRECTOR


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Tirupattur District

PHOTOS



Chinnakallupalli, Tamil Nadu, India
JJM3+3MW, Chinnakallupalli, Tamil Nadu 635851, India
Lat 12.632611°
Long 78.604228°
01/08/24 12:23 PM GMT +05:30

GPS Map Camera


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