



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

(Graduate School of Management Studies)

Report on “Expert Session on Research Methodology”

- 1. Title of Event:** Research proposal and report writing
- 2. Type of Event:** Expert Session
- 3. Date:** 11th October, 2024
Time: 11:00 AM to 1:00 PM
Venue: Room No. 08
- 4. Description of the Event:**

The primary goal of the session was to equip students with the essential skills needed to craft effective research proposals and reports. This included understanding the structure, components, and significance of these documents in academic and professional contexts. The session began with an exploration of the purpose and importance of research proposals, emphasizing their role in securing funding and initiating research projects.

Students learned about the critical components of a proposal, including the introduction, literature review, research objectives, methodology, timeline, and expected outcomes. Detailed discussions on how to formulate clear research questions and hypotheses were conducted. The significance of budget planning and resource allocation was highlighted as a crucial element in proposal writing. Strategies for conducting comprehensive literature reviews were shared, focusing on identifying research gaps and aligning proposals with funding agency guidelines.

By the end of the session, students gained valuable insights into the intricacies of writing compelling research proposals and reports.



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5. Name of expert & brief speech:

Mr. Maulik Bhatt, is an accomplished academic and professional currently serving as the Assistant Manager at Shanti Business School. With a strong background in business administration and research methodologies, Dr. Bhatt specializes in guiding students through the intricacies of writing research proposals and reports.

His expertise encompasses a variety of research techniques, enabling him to effectively mentor students in developing their academic writing skills.

6. Number of participants:

A total of 23 students of the 5th semester BBA batch attended the session.

7. Geotag Photograph of the event:





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8. Social Media Post:



9. Feedback of the Event:

- Students appreciated the expert's engaging presentation style, which made complex topics accessible and enjoyable to learn.
- Many found the practical exercises particularly helpful, as they allowed them to apply theoretical concepts in real-world scenarios, enhancing their understanding.
- Participants noted that the resources and templates provided during the session would be beneficial for their future research projects and assignments.
- Students valued the interactive nature of the session, especially the opportunity for peer feedback, which fostered collaboration and deeper learning.

Mr. Rajan Modha
Coordinator of the Event

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