SAS SNDP Yogam College, Konni

Report on the Workshop: "Practical Methodology of Social Science Research"

The Department of Commerce organized a two-day workshop titled **"Practical Methodology of Social Science Research"** on December 16 and 17, 2024. The program was designed for undergraduate students to enhance their research skills and foster a practical understanding of research methodologies.

The keynote speaker for the event was **Dr. Ajith P.S., Professor, Department of Commerce, S.A.S. S.N.D.P. Yogam College, Konni.** Dr. Ajith shared valuable insights into the fundamentals of social science research, emphasizing practical approaches that students can adopt to conduct effective studies.

The primary objective of the program was to equip students with the knowledge and skills to conduct research independently. Participants learned how to design and prepare research questionnaires and gained a foundational understanding of conducting statistical surveys. Additionally, the workshop introduced students to basic statistical analysis techniques, enabling them to analyze and interpret research data effectively.

The program witnessed enthusiastic participation, with around 65 students actively engaging in the sessions. The interactive nature of the workshop ensured that students could clarify their doubts and apply the concepts in practical scenarios.

The event was a resounding success, as reflected in the positive feedback from participants. The Department of Commerce aims to organize more such initiatives to nurture research skills among students and prepare them for future academic and professional pursuits.







SAS SNDP YOGAM COLLEGE, KONNI

Department of Commerce

Attendance Statement Research Methodology 09-01-2024

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Department of Commerce

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SAS SNDP Yogam College, Konni

Report on the Seminar "Intellectual property Rights"

The Department of Business Administration organized a one-day seminar on "Intellectual Property Rights" on 20th June 2023, aimed at raising awareness among undergraduate students about the laws surrounding intellectual property. The event saw the active participation of around 30 students. The keynote speaker for the seminar was Dr. Balaji N R, Associate Professor at the Department of Law, S.A.S. S.N.D.P. Yogam College, Konni. Dr. Balaji N R delivered an insightful session on the importance of intellectual property rights (IPR) and their impact on innovation, business, and legal frameworks. The seminar covered key aspects of IPR, including patents, copyrights, trademarks, and trade secrets, and their relevance in today's global economy.



