Five day short-term training program

Quantitative Techniques in Management Research: A Practical Approach

UIN: 03/Short Term Training Program-2025/SMS/2025-26/SNFCE

14th–18th June, 2025

Organized by:

School of Management Studies
Motilal Nehru National Institute of Technology
Allahabad, Prayagraj Uttar Pradesh 211004

Introduction

- Quantitative techniques are vital in modern management research for evidence-based analysis and decision-making.
- These methods use mathematical, statistical, and computational tools to interpret complex data.
- The program simplifies core concepts and provides practical training in tools like MS Excel, R Studio, and MATLAB.
- Real-world case studies and hands-on sessions will help participants apply techniques in areas such as finance, marketing, operations, and HR.
- Emphasis is placed on building skills for data-driven research, strategic analysis, and impactful academic publication.
- Ideal for beginners and experienced researchers looking to enhance their analytical capabilities.

Registration

Category	Fee	GST	Total
Research Scholars/Students	₹2000	₹360	₹2360
Faculty/Industry Professionals	₹4000	₹720	₹4720

Payment Details

Beneficiary Name: NON-FORMAL CONTINUING OF EDU
A/C No: 10424975574
Bank: SBI, MNNIT Allahabad
IFSC: SBIN0002580

Accommodation

Available in Guest House/Hostels (Nominal charges, prior request required)

How to Register

- First-come, first-serve basis
- Complete the Google Form after payment and add the Unique Identification Number (UIN) while making transaction.
- Google Form Link: https://forms.gle/D32dJvR97ZxgnKBN6

Organising Committee

Patron
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Venue:
Centre of Education Technology, Executive Development Centre, MNNIT Allahabad

How to Reach MNNIT Allahabad:
Well connected by air (Bamrauli Airport), rail, and road. Buses/trains are available from all major cities.

Objectives

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- Build strong foundation in quantitative research.
- Improve research quality & analytical competence.
- Promote evidence-based decision making.
- Train in tools: SPSS, R, Excel.
- Enhance research methodology.
- Guide for publication in top journals.
- Encourage interdisciplinary collaboration.
- Strengthen teaching pedagogy.

Target Audience

Faculty Members
Ph.D. Research Scholars
UG & PG Management Students
Industry Professionals

Schedule

Glimpse of Sessions

Day 1 –

- Introduction to the Course
- Machine Learning and its Objectives
- Introduction to Software Packages

Day 2 –

- Discussion on Prediction Technique
- Developing and Solving a Linear Regression Model
- Developing and Solving a Linear Regression Model

Day 3 –

- Discussion on Classification Technique -I
- Optimizing a Logistic Regression Model Using R Studio Cloud.

Day 4 –

- Discussion on Classification Technique-II
- Portfolio Optimization I & II

Day 5 –

- Discussion on Clustering Technique
- Feedback and Discussions
- Valedictory Function