
Report on Orientation Program on Business Statistics and Research Methodology

Introduction

An orientation program on **Business Statistics and Research Methodology** was organized to provide students with foundational knowledge and practical insights into the role of statistics and research in business decision-making. The session aimed to familiarize participants with key concepts, tools, and applications that are essential for conducting meaningful research and data-driven analysis in business environments.

Date: 30/06/2025

Venue: Seminar Hall, DHSMS, JSS AHER, Mysuru.

Mode: Offline

Audience: MBA-HA, MBA-PA & MBA-IT Students, 2nd Sem.

Resource Person

The orientation was conducted by **Dr. Vinay H V** an Associate Professor, Dept. of MBA working in BMSIT & M, Yelahanka, Bengaluru. He is an esteemed academician and expert in the field of Business Statistics and Research Methodology. Dr. Vinay H V has extensive experience in teaching, research, and consultancy, and has contributed to various scholarly publications in reputed journals.

Objective of the Orientation:

- To familiarize students with the fundamental concepts of business statistics and research methodology.
- To highlight the importance of data-driven decision-making in business management.
- To provide insights into the application of statistical tools and research methods in real-world business scenarios.
- To guide students on how to design, conduct, and analyze research effectively.

Program Highlights

The orientation covered the following key topics:

- **Introduction to Business Statistics:** Definition, scope, and applications in business decision-making.
- **Types of Data and Data Collection Methods:** Primary vs secondary data, sampling techniques, and questionnaire design.
- **Descriptive and Inferential Statistics:** Measures of central tendency, dispersion, correlation, regression, hypothesis testing, and their business applications.

- **Research Methodology Framework:** Steps in the research process, formulation of research problems, literature review, and research design.
- **Use of Statistical Software:** Overview of commonly used tools like MS Excel, SPSS, and R for data analysis.
- **Ethics in Research:** Importance of ethical practices in conducting and reporting research.

Outcome of the Orientation

The orientation session proved to be highly informative and interactive. Students gained clarity on how statistical analysis supports business decisions and the systematic approach required for conducting research projects. The session also emphasized the importance of data accuracy, reliability, and ethical considerations in research activities.

Participants expressed that the program provided them with a clearer perspective on how to approach their academic research projects and future business challenges analytically.

Conclusion

The orientation on Business Statistics and Research Methodology successfully achieved its intended objectives. It laid a strong foundation for students to understand the significance of statistics and research in business management. The department plans to organize advanced workshops and hands-on training sessions in the future to deepen students' practical skills in data analysis and research techniques.








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