

Nirma University

Nirma University, Ahmedabad is **NAAC A+ Accredited**, and established as a statutory university in 2003 (amended in 2006) under a special act passed by the Gujarat Government. The University Grants Commission (UGC) has recognized Nirma University under Section 2(f) of the UGC Act.

Nirma University consists of Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Design, Faculty of Commerce, Faculty of Architecture & Faculty of Research, and Doctoral Studies. The graduate, postgraduate, and doctoral level programmes offered by these faculties are rated highly by accreditation agencies, industry, business magazines, and students.

Innovation, quality, and excellence are the key driving forces of the programme that have translated the vision of these institutions into a reality over a short span of time. The campus vibrates with curricular and co-curricular activities like international conferences, conclaves, short-term industry-relevant programmes, student competitions and cultural activities etc. Nirma University is also **5-Star Rated University** by the Gujarat State Institutional Ranking Framework, 2021

About Institute of Management

Founded on the vision of Padmashree Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU), earlier known as Nirma Institute of Management, came into existence in 1996. Embodying the principles of entrepreneurship, excellence, and professionalism, it imparts top-class business education and has produced new generation leaders and managers over the years.

The Institute of Management believes in critical academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

IMNU, a center of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of the industry. The campus infrastructure and amenities are comparable to any reputed university around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies, and strategy implementation sessions are held as part of the future managers' everyday work schedule. Institute of Management is ranked as **22nd Best B-School pan India and published in Education World in May 2023.**

For further details, contact:

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Programme Time

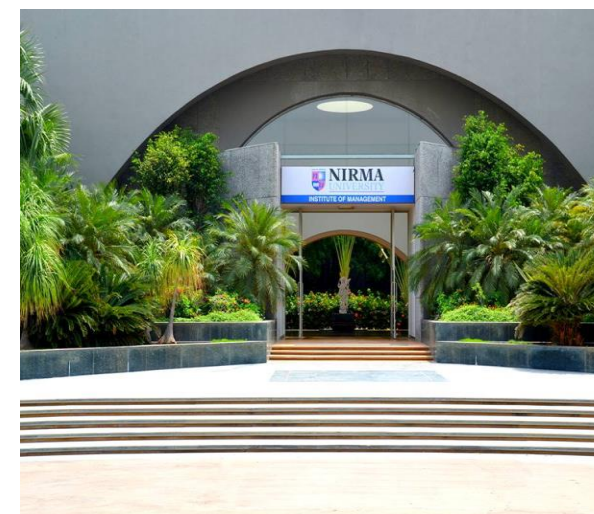
09:30AM to 05:30PM (All days)



**Qualitative Research
Using
Atlas-ti Software**

Date: 16-17 September, 2024

Programme Leader : Dr. Somayya Madakam



Address for Correspondence:

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OBJECTIVE OF THE PROGRAM

The goal of qualitative research is to collect and examine non-numerical data in order to comprehend people's attitudes, beliefs, and motives in order to better grasp their social reality. However, the use of computers in qualitative research aims to achieve the two main goals of scientific inquiry: first, to improve objectivity in the development of research instruments; and second, to broaden the qualitative researcher's analytical horizons without much concern for creating a standardized platform. However, the computer-assisted qualitative data analysis program Atlas-ti makes it easier to analyse qualitative data for mixed methods, qualitative, and quantitative research projects. In light of this, the workshop aims to help participants grasp the idea, significance, range, & applications of qualitative research through hands-on use of Atlas-ti.

WORKSHOP TAKEAWAYS

- Understand the essence of modern research process and technical analysis
- Explain the need for Qualitative Research, and its' Advanced Tools, and Techniques
- Hands-on practice using Atlas-ti software with data

RESOURCE PERSONS

The Faculty of Institute of Management, Nirma University would conduct the programme.

FOR WHOM

Academicians, Researchers, Students, Social Scientists, Business Executives, Entrepreneurs, and anybody interested in Qualitative Research.

HOW TO APPLY

The applicants are required to send completely filled in application form (photocopy may also be used) along with the registration fees so as to reach the coordinator on or before 11 September, 2024.

COURSE REGISTRATION FEES

Fees	Types of Participants	Mode of Programme
Rs.10000/-	Academicians, Social Scientist, Researchers, Students, Business Executives, Entrepreneurs, and anybody interested in Qualitative Research	Offline

(Note: As per the Govt. Policy, please add CGST (9%) & SGST (9%) to the programme fee.)

Breakfast, Lunch, Tea and Kit (with course materials) will be provided to all the participants. All other expenses are to be borne by the participants.

Registration charges are non-refundable. Participants are required to make their own arrangements for stay and travel. However, on request, the arrangement for accommodation can be made in the University guest house on chargeable basis.

Fee can be paid by Demand Draft/Local Cheque. Demand Draft / Cheque should be drawn in favor of "**Institute of Management, Nirma University**" payable at Ahmedabad

**Institute of Management,
Nirma University**

APPLICATION FORM

Qualitative Research Using Atlas-ti Software

(Date: September 16-17, 2024)

1. Name _____
2. Age _____ years
3. Designation _____
4. Organization _____
5. Address _____

Phone _____
Mobile _____
Email _____
6. Experience (years) in relevant area
(if applicable)
Industry: _____
7. Demand Draft/Cheque No _____
Dated _____
Bank with Branch _____

Date:
Place:

Signature of Participant

Certified that the above applicant is employed in our organization and the information stated by him/her is verified and found correct. We therefore, sponsor him/her to attend the short term training organized at your institute

Signature of Sponsoring Authority
with Seal