

**2nd April 2022**



# **FIREBIRD**

INSTITUTE OF RESEARCH IN MANAGEMENT

An International Business School

Approved by AICTE, Govt. of India

## **FACULTY DEVELOPMENT PROGRAM (FDP)**

### **RESEARCH METHODOLOGY IN SOCIAL SCIENCE – A BEGINNER'S APPROACH**

This Faculty Development Programme aims to understand the nitty-gritty and the right approach towards research design, methods, and understanding of research epistemologies during qualitative research methods. The program will equip the participants with skills and essential knowledge to pursue their research.

The program also aims to understand and recognize situations that require statistical analysis, learning how to select and apply appropriate techniques for the research. The workshop will consist of lectures and hands-on practice sessions.



**President  
Dr. P. Srinivas Rao  
Director**



**Special Guest  
Dr. G. Karpagavalli  
Resource Person**



**Convener  
Dr. D. Dilip  
Resource Person**

#### **Venue:**

**Leelavathi Auditorium**

**FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT**

**Golf Club Road, Chettipalayam,**

**Coimbatore – 641201, Tamilnadu, India.**

*The unique experiences  
each student gets in his  
2 year journey with Firebird.*

Mandatory to work in an on-campus or off campus industry 4-6 hours a day ~ 70%

Attend only 3.5 hours classes per weekday ~ 30% plus 1 hour PEP class.

Students have case study based classroom learning that reinforces and aligns with the industry.

Paid stipends for deserving students of upto 25% of the tuition fees.

Industry prefers people with both experience and knowledge.

Firebird students stand to gain these during their period of study itself.

## **Firebird's Personality Enhancement Program (PEP)**

Personality Enhancement Program (PEP) sessions are aimed at developing the English communication skills, attitude and other soft skills required for a successful career. English is a language of opportunities, and it plays a vital role in securing desirable employment. Technology-aided learning has started playing a significant role in pursuing language learning. A state-of-the-art language laboratory has been established, aimed at facilitating the learners to gain mastery in English.

## **Firebird's International MBA**

### **MMU ~ Multimedia University MALAYSIA:**

Firebird students spend one month in Malaysia and get trained by international faculty on various subjects. They are provided with a MBA degree and will get an opportunity to visit local industry and have exposure to the way international businesses are done.