1. RESEARCH METHODOLOGY

Introduction to Research Methodology:
Research as Scientific Method, Types of Research, Significance of Research, Applying Research in different fields of Management, Research Method versus Research Methodology, Research Process, Ethics in Research, Managers and Research.

Literature Review:
Type of data in research, classification of literature, how to conduct literature review, sources of information - regional, national and international, pattern style of writing, referencing and arranging, importance, significance and extent of literature review.

Research Problem and Research Design, Measurement and Scaling Techniques:

Sampling and Data Collection Method:
Concept of Sampling, Sampling error, The Sampling Distribution, Statistical Approach to Determining Sample Size, type of data, methods of data collection, fieldwork/data collection process, supervision of fieldwork.

2. QUANTITATIVE ANALYSIS:-

Data Preparation and Descriptive Analysis:
Data Entry, Data Preparation Process, coding, data cleaning, data processing, selecting data analysis strategy, classification of statistical techniques, descriptive analysis, hypotheses testing, parametric versus non-parametric test.

Statistical Analysis, Data Interpretation and Report Writing:
Mean Test, Analysis of Variance, Co-relation, Regression, Multivariate Data Analysis techniques, Discriminate, Factor, Cluster analysis, multidimensional scaling, conjoint analysis, report preparation & presentation.

3. COMPUTER APPLICATION IN RESEARCH:

Use of Computer in Research, coding and preparation of data sheet, recording of data in computer. Introduction of SPSS Software, key terms and concepts, preparing data for transferring from questionnaire to software, application of statistical tools through SPSS, e-questionnaire, interpretation of data from SPSS.