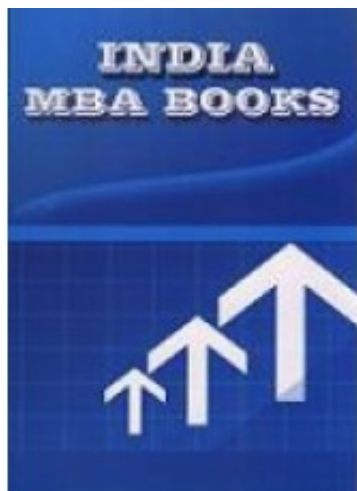# RESEARCH METHODOLOGY FOR MANAGEMENT

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PREVIEW OF CHAPTERS SYLLABUS

RESEARCH METHODOLOGY FOR MANAGEMENT

**Objective: To equip the students with the basic understanding of research methodology
and to provide insight into the application of modern analytical tools and techniques for the
purpose of management decision making.**

**Unit – I: Meaning and Importance of Research – Research Process – Types of Research –
Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.**

**Unit – II: Research Design – Exploratory Research – Descriptive Research – Casual
Research – Sampling and Sampling Design – Sampling Methods – Simple Random
Sampling –
Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage
Sampling, Non–
Probability Sampling – Convenience Sampling – Judgement Sampling – Quota
Sampling.**

**Unit – III: Data Collection – Primary and Secondary Data – Designing of
Questionnaire –
Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio
Scale –
Guttman Scale – Likert Scale – Schematic Differential Scale.**

**Unit – IV: Editing – Coding – Classification of Data – Tables and Graphic
Presentation –
Preparation and Presentation of Research Report.**

**Unit – V: Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for
Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple
Regression Analysis
– Concepts and Application of Discriminate Analysis and Factor Analysis.**

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