

MS-95 : RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

BLOCK	UNIT NOs.	UNIT TITLE
I		INTRODUCTION TO RESEARCH METHODOLOGY
	1	Importance of Research in Decision Making
	2	Defining Research Problem and Formulation of Hypothesis
	3	Experimental Designs
II		DATA COLLECTION AND MEASUREMENT
	4	Methods and Techniques of Data Collection
	5	Sampling and Sampling Designs
	6	Attitude Measurement and Scales
III		DATA PRESENTATION AND ANALYSIS
	7	Data Processing
	8	Statistical Analysis and Interpretation of Data — Non-Parametric Tests
	9	Multivariate Analysis of Data
	10	Model Building and Decision Making
IV		REPORT WRITING AND PRESENTATION
	11	Substance of Reports
	12	Report Writing and Presentation
	13	Presentation of a Report