

FORTHCOMING MANAGEMENT DEVELOPMENT PROGRAMS

RESEARCH METHODOLOGY

June 26-27, 2010

With an increase in the complexity of business operations and business problems it has become a necessity to understand research methodology. Research methodology is a structured framework of conducting management research in order to address various issues and to solve problems in a scientific and rational manner. For this, quantitative as well as qualitative data analysis using contemporary statistical techniques for conducting management research for better decision-making is an absolute necessity. This program is primarily targeted at professionals, researchers, managers either doing or planning to do research in the area of management. It will also be very useful for those teachers offering courses in research methods or marketing research.

Coverage:

The program will focus on the understanding of Research Methodology with reference to Quantitative and qualitative Techniques and will include -

- Research fundamentals
- Selection of exploratory research techniques –Secondary, Pilot, survey (interview, questionnaire), case study
- Research design-Selection of basic research method, Design of instrument,
- Developing data analysis plan
- Selection of Sample Design, Defining target population, Selecting sampling frame
- Hypothesis formulation and testing techniques
- Data processing and data analysis - Qualitative & Quantitative, Parametric and Non Parametric, Uni-variate, Bi-variate, and Multivariate
- Application of software like SPSS for data analysis
- Interpretation of findings
- Report/ Thesis writing and indexing

Certificate

At the end of the open enrollment program, each participant will be awarded a Birla Institute of Technology - Management Development program certificate.

Tuition fee

Rs. 3000 (Three thousand)

The fee includes VAT, all program material, coffee breaks, and lunches.

Program Coordinator: Prof. (Dr.) S. L. Gupta

Contact: +91- 9811230453 ; drslgupta@gmail.com