

1T6 – Research Methodology & Quantitative Techniques

Course Outcomes

CO1

Given a managerial problem and associated frequency distribution data, the student manager will be able to apply descriptive and inferential statistics to facilitate quick and rationale managerial decision making.

CO2

Given the data for two or more variables, the student manager will be able to estimate the strength of the relationship between two variables using 'Karl Pearson' and 'Spearman's Rank' correlation coefficient.

CO3

Given the data for two or more variables, the student manager will be able to predict / forecast using as moving averages, regression and time series analysis.

CO4

Given a managerial problem, the student manager will be able to formulate it as 'research problem' and also will be able to suggest suitable research methodology to identify workable solutions.

CO5

Given a business Problem/situation, the student manager will be able to develop methods and instruments (questionnaire/ interview schedule) for collection and measurement of qualitative as well as quantitative data using primary and secondary sources from a given sampling framework.

CO6

Given the sample statistics, the student manager will be able to apply Z, t and Chi-square tests to accept or reject the stated hypotheses for making sound decisions.