

INDIAN INSTITUTE OF TECHNOLOGY TIRUPATI
PROFORMA FOR NEW COURSE

1.	Title of the Course	Data Analysis for Management
2.	Course Number	HS7022
3.	Status of the Course	Elective
4.	Structure of Credits	3-0-0-3
5.	Offered To	PG
6.	New Course/Modification to	New
7.	To be Offered by	Department of Humanities & Social Sciences
8.	To take effect from	July 2019
9.	Prerequisite	Nil
10.	Whether approved by the Department	Yes
11.	Course Objective: This course will introduce the theories, tools and techniques related to management research. It will help students gain an understanding of how management research is designed and provide students with requisite knowledge and skills to help them design and conduct research work.	
12.	Course Content: Introduction to management research; research design; fundamentals of comparative and non-comparative scaling techniques; questionnaire and form design; sampling design and procedures; data collection, fieldwork, data preparation; frequency distribution and cross-tabulation; hypothesis testing; analysis of variance and covariance; correlation and regression; discriminant and logit analysis; factor analysis; structural equation modeling and path analysis.	
13.	Text book(s): 1. Malhotra N, <i>Marketing Research</i> , 7th Edition, Prentice Hall, (2015). 2. Hair J F, Black W C, Babin B J and Anderson R E, <i>Multivariate Data Analysis</i> , 7th Edition, Pearson, (2010).	
14.	Reference(s): 1. Cooper D and Schindler P, <i>Business Research Methods</i> , 12th Edition, McGraw Hill Education, (2014).	