

Certificate Course in Research Methodology and Data Analysis



About the course

The mission of the course is to impart research skills to the beginners and help improve the quality of Research by the existing researchers.

The study of research methodology gives the student the necessary training in gathering material and arranging them, participation in the field work when required, and also training in techniques for the collection of data appropriate to particular problems, in the use of statistics, questionnaires and controlled experimentation and in recording evidence, sorting it out and interpreting it.

Objectives

- To pay attention to the most important dimension of Research
- To develop the most appropriate methodology for their Research Studies.
- To enhance the abilities of learners to undertake research in business & social sciences.
- To enable the learners to understand, develop and apply the fundamental skills in formulating research problems.
- To make the learners familiar with the basic statistical tools and techniques applicable for research using Excel/R/SPSS

Course Content

- Research Definition, Characteristics, Objectives
- Research and Scientific method
- Types of Research
- Research Methodology: An Introduction
- Research Process: Basic Overview, Formulating the Research Problem, Defining the Research Problem
- Research Questions

- Literature Review
- Formulation of Hypothesis
- Role of Hypothesis
- Tests of Hypothesis
- Research Design
- Sampling Design
- Data Collection: Observation Method, Interview Method, Questionnaires
- Case Study Method
- Computer & Internet: Its Role in Research
- Plagiarism
- Processing and Analysis of Data
- Statistics in Research
- Descriptive Statistics
- Inferential Statistics
- Interpretation of Data
- Research Report
- Statistical Package EXCEL/R

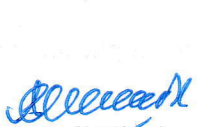

Course Outcome

After completion of this course Learner will be able to

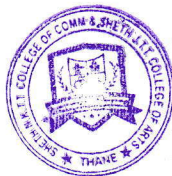
- Formulate Research Problem and hypothesis
- Framing of suitable instruments and execute the sampling for data collection.
- Apply suitable statistical tools for research studies and its computations using Excel and R/SPSS.
- Organize and conduct research project in more appropriate manner
- Complete their Project work effectively.
- To conduct marketing survey and submit proper Report.


Scope and Employability

- Students can conduct marketing Research with agency
- Students can work in the field of Data Analytics.
- Final Year students having Projects can complete project effectively.

 
Mr Anil Khadse / Dr Manoshi Bagchi

Course Coordinator




PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)