

1.	Title of the course	Data Analysis for Management
2.	Course number	HS708L
3.	Structure of credits	3-0-0-3
4.	Offered to	PG
5.	New course/modification to	Modification To HS7022/8
6.	To be offered by	Department of Humanities and Social Sciences
7.	To take effect from	July 2022
8.	Prerequisite	Nil
9.	Course Objective(s): 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.	
10.	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.	
11.	Textbook(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).	
12.	Reference(s): 1. Cooper D and Schindler P, <i>Business Research Methods</i> , 12th Edition, McGraw Hill Education, (2014).	