

Name of Faculty	R C Sharma		
Discipline	Department of Management Studies		
Semester	Second Semester (II)		
Subject	Business Research Methodology (MBA-202)		
Lectures Required	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
3	Introduction to Research Methodology: Research-Meaning, Nature.	Activity 1- Think out of the box	N/A
	Scope Objectives, types		
	Research Process		
	Hypothesis:- Qualities of Good Hypothesis and		
4	Scientific Method of Research		Research Process
	Recent Trends in Usage of Research in Indian Corporate Sector	Activity 2- Team Building: Think like a researcher	QUIZ 1
	Problem Solving session		
	Case Study and		
Research Design- Meaning and Need of a Research Design,			
4	Exploratory		
	Descriptive, Experimental Research Design,		
	Qualitative Research		
5	Observation Studies, Surveys, Experiments & Test Markets	Activity 3	2 nd Assignment and QUIZ 2

	Problem solving session		
	Case Study		
5	Sources of Data- Nature and Types	N/A	N/A
	Sampling Techniques-Nature and Types		
	Sampling Errors.		
	Scaling & Measurement Techniques		
5	Data Editing	N/A	N/A
	Coding and Tabulation		
	Analysis & Interpretation of Data		
	Business Research Reports-Format		
4	Criterion for Judgment of good research report	Activity 4	N/A
	Problem solving session	N/A	Assignment 3 and QUIZ 3
	Revision		
	Case Study		
4	Advance Techniques of Data Analysis	N/A	Assignment 3 and QUIZ 3
	Factor analysis		
	Conjoint Analysis		

	Cluster Analysis		
	Multidimensional Scaling		
3	Use of SPSS & Other Software's in Research	Activity 5-Practical Of SPSS	N/A
	Use of Statistical Tools such as Correlation, Regression	N/A	Assignment 4 and QUIZ 4
	Revision		
Problem solving session			
Case Study			
3	Revision		
	University Paper discussion		