

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

Department of Management Studies

Semester: 2nd

Faculty Name: Dr. Vikas Kumar Tyagi

Course Title: Business Research Methodology

Course No. MBA-202

Sr. No.	Lecture No.	Topic to be covered	Target Outcome
1	L-1	Introduction to Research Methodology	CO1
2	L-2	Research Process	CO1
3	L-3	Hypothesis	CO1
4	L-4	Recent Trends in Usage of Research in Indian Corporate Sector	CO2
5	L-5	Research Design	CO2
6	L-6	Case Analysis: BEGINNERS' DILEMMA: CHOOSING THE RIGHT TOOL FOR DATA ANALYSIS	CO5
7	L-7	Exploratory Research Design	CO2
8	L-8	Descriptive Research Design	CO2
9	L-9	Case Analysis: IMPACT OF DEMONETIZATION ON CONSUMER BEHAVIOR TOWARDS MOBILE PAYMENT APPLICATIONS: AN EMPIRICAL STUDY	CO2
10	L-10	Experimental Research Design	CO2
11	L-11	Qualitative Research	CO2
12	L-12	Case Analysis: ASSESSING THE IMPACT OF DEMONETIZATION OF 2016 ON THE INDIAN ECONOMY: AN EXPLORATORY STUDY.	CO2
13	L-13	Observation Studies	CO2
14	L-14	Surveys	CO2
15	L-15	Experiments and Test Markets	CO2
16	L-16	Sources of Data	CO3
17	L-17	Sampling Techniques	CO3
18	L-18	Sampling Errors	CO3
19	L-19	Scaling and Measurement	CO3

Sr. No.	Lecture No.	Topic to be covered	Target Outcome
		Techniques	
20	L-20	Data Editing, Coding, and Tabulation	CO4
21	L-21	Practice class	-
22	L-22	Analysis and Interpretation of Data	CO4
23	L-23	Business Research Reports	CO5
24	L-24	Advanced Techniques of Data Analysis: Factor, conjoint	CO5
25	L-25	Cluster analysis	CO5
26	L-26	Multi-dimensional scaling	CO5
27	L-27	Case Analysis: APPLICATION OF CORRELATION ANALYSIS BY MITS CONSULTANTS & APPLICATION OF REGRESSION ANALYSIS AT UCL PVT LTD	CO5
28	L-28	Use of SPSS and Other Software's in Research	CO5
29	L-29	Practice class	-
30	L-30	Revision Class	-

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	Introduction to Production and Operation Management	CO1

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
2	L-2	Scope and functions of production and operation management	CO1
3	L-3	Production Planning	CO2
4	L-4	Types of production systems	CO1
5	L-5	Types of production systems: Continuous	CO1
6	L-6	Types of production systems: Intermittent	CO1
7	L-7	Types of production systems: Services	CO1
8	L-8	Aggregate production planning	CO2
9	L-9	Master production scheduling	CO2
10	L-10	CASE ANALYSIS: CHANGE IN THE OFFICE LAYOUT AND ITS REPERCUSSIONS AT ZOOMBRAIN TECHNOLOGIES (case with student)	CO2
11	L-11	Facility Location and Layout	CO2
12	L-12	Factors influencing facility location and layout	CO2
13	L-13	CASE ANALYSIS: THE IMPACT OF LOCATION ON BUSINESS SURVIVAL: A CASE STUDY OF BIKABERWALA JI SWEET SHOP IN DELHI	CO2
14	L-14	Capacity Planning and Control	CO2
15	L-15	Definition and importance of quality control	CO5
16	L-16	Statistical quality control	CO5
17	L-17	Purpose and importance of inventory management	CO3
18	L-18	Inventory management techniques	CO3
19	L-19	Supply chain management	CO4
20	L-20	Green Supply chain management	CO5
21	L-21	CASE ANALYSIS: SUPPLY CHAIN TRANSFORMATION AT SHIV SHUDH DESI GHEE: A CASE STUDY (case with student)	CO4
22	L-22	Lean production principles and techniques	CO5
23	L-23	Just-in-time (JIT) systems	CO3

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
24	L-24	Project Management	CO1
25	L-25	Project planning and scheduling	CO1
26	L-26	Globalization trends in production and operation management	CO1
27	L-27	Contemporary Issues in Production and Operation Management	CO1
28	L-28	Sustainability	CO5
29	L-29	Sustainability and green production	CO5
30	L-30	Revision class	-
31	L-31	Content Beyond Syllabus	-