

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**  
**Department of Management Studies**

Semester: 2<sup>nd</sup>

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

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topic to be covered</b>	<b>Target Outcome</b>
		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	-