Name of Faculty	Mr. Vineet Sachdeva				
Discipline	Management (MBA)				
Semester	Second Semester (II)				
Subject	Business Research Methodology (CP-205)				
Lesson Plan Duration	15 Weeks (January 2018 to April 2018)				
Work Load per week	4 Lectures per week				

Week	Theory			Practical	
	Lecture Day	Topic (Including Assignment/Test)		Practical Day	Topic (Including Assignment/Test)
1	1st	Introduction to Research Methodology: Research-Meaning		N/A	N/A
	2nd	Application of Research in Business			
	3rd	Business research in 21st century			
	4th	Nature and scope of Research			
2	5th	Case Study		1st	Basics of Research
	6th	When to conduct Business Research		N/A	N/A
	7th	Types of Research			
	8th	Research Process			
3	9th	Research Process Continued…			
	10th	Hypothesis and qualities of good hypothesis			
	11th	Research Design			
	12th	Defining the Problem and Problem Formulation			
4	13th	Case Study		2nd	Research Design

	14th	Exploratory Research	N/A	N/A
	15th	Methods of conducting Exploratory Research		
	16th	Descriptive Research		
5	17th	Uses of Descriptive Research through Case Studies		
	18th	Experimental Research Design		
	19th	Case Study on Experimental Design		
	20th	Qualititive Research		
6	21st	Sessional-I		
	22nd			
	23rd			
	24th			
7	25th	Observation Studies		
	26th	Surveys		
	27th	Case Studies on surveys		
	28th	Test Markets		
8	29th	Classroom Excercises on interview conduction	3rd	Exercise
	30th	Sources of Data	N/A	N/A
	31st	Types of Data and its uses		
	32nd	Reliability of Data and its Significance in research		
9	33rd	Excercises on variables		
	34th	Sampling Techniques		
	35th	Sampling continued…….		
	36th	Sampling error and Research		
10	37th	Introduction to scaling and its significance		
	38th	Case study	4th	cases on sampling
	39th	Types of scales and reliability of scale	N/A	N/A

	40th	Measurement Techniques		
11	41st	Designing of Questionnaire		
	42nd	Class exercise on Questionnaire		
	43rd	Data editing and coding		
	44th	Data analysis and interpretation		
12	45th	Sessional 2		
	46th			
	47th			
	48th			
13	49th	Cluster Analysis		
	50th	Conjoint Analysis		
	51st	Case studies on uses of conjoint and cluster analysis		
	52nd	Factor Analysis		
14	53rd	Uses of SPSS		
	54th	Co-relation		
	55th	Regression		
	56th	Problem solving exercise	5th	corelation and regression
15	57th	Research Report Writing	N/A	N/A
	58th	Revision		
	59th	Presentation on Live Project		
	60th	Presentation on Live Project		