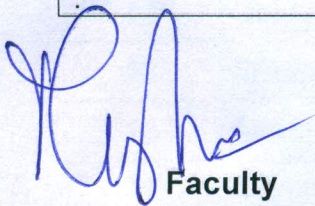


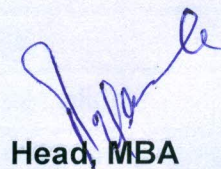
LESSON PLAN CORE

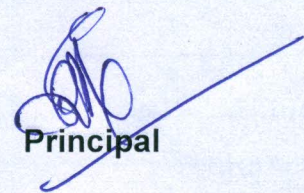
Subject	:	Business Research Methods
Name of the Faculty	:	Dr. Manoranjan Mishra
Academic Session	:	2016-17
Semester	:	2 nd Semester (Jan to June, 2017)
Batch	:	MBA 2016-18
Credit	:	4
Credit Hours	:	40

Sl.No.	Topic	Lecture sessions required
1	Introduction to BRM, Research and its meaning	1
2	Significance of research, importance of research	1
3	Types of research	1
4	Research process, identification of research problem	1
5	Formulation of hypothesis	1
6	Research design formulate	1
7	Descriptive research design, Diagnostic research design	1
8	Experimental research design	1
9	Data analysis, primary data	1
10	Secondary data	1
11	Design of questionnaire	1
12	Design of questionnaire	1
13	Sampling, probability sampling	1
14	Sample designs, non-probability sampling	1
15	Measurement and scaling techniques	1
16	Data processing	1
17	Hypothesis testing	1
18	S.t of sample statistic, C.L of population parameter	1
19	Z-test	1
20	Z-test	1

21	t-test	1
22	t-test	1
23	F-test	1
24	Chi-square test	1
25	Chi-square test problems	1
26	Analysis of variance	1
27	One-way classification table	1
28	Two-way classification table	1
29	Non-parametric test sign-test	1
30	Run-test, Krushall-Wallis test	1
31	Data Analsis, Factor analysis	1
32	Factor analysis	1
33	Multiple regression analysis	1
34	Discriminant analysis	1
35	Reporting, types of reports	1
36	Structure of report	1
37	Presentation of report	1
38	Case study	1
39	Case study	1
40	Case study	1
Books	Book Name & Author	Publisher
Text Book :		
Reference Book		


Faculty


Head, MBA


Principal