

LESSON PLAN

Name of Faculty : Meenu Bhandari
Discipline : BBA
Semester : 4th
Subject : Business Research Methods
Lesson Plan Duration : 15 Weeks (From January, 2018 to April, 2018)
Work Load Per Week : 3 Lectures

Week	Theory	
	Lecture Day	Topic (Including Assignment and Test)
1 st	1 st	Business Research – Meaning and types
	2 nd	managerial value of business research
	3 rd	theory and research – components and concept
2 nd	4 th	theory and research- constructs
	5 th	definition variables
	6 th	Assignment
3 rd	7 th	deductive theory of research
	8 th	inductive theory of research
	9 th	Nature, process and importance of problem definition
4 th	10 th	purpose of research proposal
	11 th	types of research proposal
	12 th	Test
5 th	13 th	Research Design – Meaning and classification
	14 th	elements of research design
	15 th	Assignment
6 th	16 th	concept and their measurement
	17 th	measurement scales
	18 th	Sample design
7 th	19 th	sampling procedure
	20 th	sampling procedure - examples
	21 th	Test
8 th	22 nd	determination of sample size
	23 rd	research methods of collecting primary data- interview
	24 th	research methods of collecting primary data- observation

9 th	25 th	research methods of collecting primary data- questionnaire
	26 th	Other research methods of collecting primary data
	27 th	Assignment
10 th	28 th	issues in construction of questionnaire
	29 th	Statistical techniques of data analysis- introduction
	30 th	Test
11 th	31 st	Various Statistical techniques of data analysis
	32 nd	meaning of descriptive analysis
	33 rd	nature of descriptive analysis
12 th	34 th	types of descriptive analysis
	35 th	uni-variate analysis- meaning and components
	36 th	Assignment
13 th	37 th	bivariate tests of statistical significance
	38 th	meaning of research report
	39 th	Test
14 th	40 th	types of research report
	41 st	examples of research report
	42 nd	ingredients of research report
15 th	43 rd	Test
	44 th	Revision class
	45 th	Revision class

