LESSON PLAN

Name of Faculty : Meenu Bhandari

Discipline : MBA

Semester : 2nd

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)
1st	1st	Business Research – Meaning, nature and scope
	2nd	managerial value of business research- introduction and need
	3rd	theory and research – components and concept
2nd	4th	theory and research- constructs
	5th	definition variables
	6th	Assignment
3rd	7th	Hypothesis- meaning and importance
	8th	Hypothesis testing procedure
	9th	Hypothesis construction problems
4th	10th	process and structure of research proposal
	11th	process and structure of research proposal
	12th	Test
5th	13th	Research Design – Meaning and classification
	14th	elements of research design
	15th	Assignment
6th	16th	sampling design- meaning and determination of sample size
	17th	sampling design techniques
	18th	factors influencing sample size
7th	19th	concept and their measurement, measurement scales
	20th	reliability and validity aspects in measurement
	21th	Test
8th	22nd	methods of collecting primary data- interview, observation, questionnaire
	23rd	Other research methods of collecting primary data

	24th	data analysis and interpretation- meaning and importance
9th	25th	Editing of data
	26th	coding of data
	27th	Assignment
10th	28th	hypothesis testing –an overview of parametric and non-parametric tests
	29th	Analysis of Variance
	30th	Test
11th	31st	X test
	32nd	Wilcoxon Matched pairs signed – rank test
	33rd	Mann – Whitney test
12th	34th	Kruskal – Wallis H-test
	35th	multiple regression
	36th	Assignment
13th	37th	discriminant analysis
	38th	Conjoint analysis and factor analysis
	39th	Test
14th	40th	cluster analysis
	41st	Meaning, ingredients and construction of research report
	42nd	procedure and preparation of reference and bibliography
15th	43rd	Test
	44th	Revision class
	45th	Revision class