

B.B.A Syllabus:

RESEARCH METHODOLOGY

2018 - 2019

II BBA- IV SEMESTER

MI I5 AR 405: RESEARCH METHODOLOGY

LESSON PLAN (Module wise)

LECTURE HOURS: 60

COURSE OBJECTIVES:

The students will be able to

1. Explain the scope and stages involved in research process.
2. Choose appropriate sampling technique for a given study
3. Select appropriate method of collecting primary data and sources of secondary data.
4. Arrange data for analysis by editing, coding, classifying and tabulating both primary and secondary data
5. Identify the appropriate test of hypothesis in accordance with case by using SPSS and Excel
6. Develop a report writing of research article on the lines of standard format

Sl. No	Topics	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
MODULE 1	Module1: introduction to Research	15		Assignment/ Test
1.	Meaning - Purpose and scope of Research	2	Lecture and Discussion	
2.	Steps in Research	2	Lecture and Discussion	Assignment

3.	identifying the research problem	2	Lecture and Discussion	Assignment
4.	Concepts, Constructs and theoretical framework	2	Individual activity and group Activity	
5..	Types and Methods of research	3	interactive session	
6.	Review of Literature: Need - sources to collect review	2	Individual activity and group Activity	
7.	how to write review of literature survey using Internet.	2	Individual activity and group Activity	
MODULE 2	Module 2 - Sampling and Sampling Techniques	10		Assignment/ Test
1	Introduction - Census VS Sampling	2	Lecture and Discussion	
2.	Characteristics of Good Sample -	1	Lecture and Discussion	Assignment
3.	Advantages and Limitations of Sampling	2	Lecture and Discussion	Assignment
4.	Sampling Techniques or Methods (Probability and Non Probability)	2	Lecture and Discussion	
5.	Sample design - Sampling frame	2	Illustrations and interactive session	
6.	Criteria for selecting Sampling Techniques	1	Lecture and Discussion	
MODULE 3	Module 3 - Collection of Data	10		Test
1.	Data Meaning - types of Data - Sources of Data - primary Data - Secondary data	2	Lecture and Discussion	

2.	Data collection instruments	2	Illustrations and interactive session	
3.	Questionnaire-	2	Illustrations and interactive session	
4.	Interview Schedule Preparation model -	2	Illustrations and interactive session	
5.	Pilot study.	2	Individual activity and group Activity	
MODULE 4	Module 4 - Processing of Data	5		Evaluation through assignment and test
1.	Processing of Data: Editing Data, Coding,	2	Lecture and Discussion	Assignment
2.	Classification of Data -	2	Individual activity and group Activity	
3.	Tabulation of Data	1	Lecture and Discussion	
MODULE 5	Module 5 - Data Presentation and Analysis	15	Explain with illustrations and problems	Evaluation through test
1.	Hypothesis Testing - Concept - Need - Characteristics of Hypothesis	2	Lecture and Discussion	
2.	Types of Hypothesis- procedure for Hypothesis	2	Lecture and Discussion	
3.	Various Hypothesis tests - T Test	2	Lecture and Discussion	

4.	Z - test -	2	Individual activity and group Activity	
5.	Chi- Square Test - ANOVA (theory only)	2	Individual activity and group Activity	
6.	Introduction to SPSS.	2	Individual activity and group Activity	
7.	Diagrams and Graphs: Limitations - types (using Excel Sheet)	3	Lecture and Discussion	
MODULE 6	Module 6 - Report Writing	5	Explain with illustrations and problems	Evaluation through test
1.	Report Writing - Introduction -	1	Lecture and Discussion	
2.	types - Format - Principles of Writing report -	1	Lecture and Discussion	
3.	Documentation: Footnotes and Endnotes -	1	Lecture and Discussion	
4.	Bibliography -	1	Individual activity and group Activity	
5.	Citation Model - APA Model - guidelines for writing references.	1		

Presentation Topics

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Describe the scope and stages involved in research process.
2. Plan for Choose appropriate sampling technique for a proposed title of research

3. Use appropriate method of collecting primary data and sources of secondary data.
4. Arrange data for analysis by editing, coding, classifying and tabulating both primary and secondary data
5. Choose the appropriate test of hypothesis in accordance with case by using SPSS and Excel
6. Write a report writing of research article on the lines of standard format