B.B.A Syllabus:

RESEARCH METHODOLOGY

2017 - 2018

II BBA- IV SEMESTER

LESSON PLAN (Module wise)

LECTURE HOURS: 60

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
Module1: introduction to Research **15 hrs.**	Meaning - Purpose and scope of Research - Steps in Research - indentifying the research problem - concepts, Constructs and theoretical framework - Types and Methods of research. Review of Literature: Need - sources to collect review - how to write review of literature survey using Internet.	Lecturing and Explain with illustrations	Students should be able to understand the basic nature and purpose of Research and its advantages to business	Evaluation through assignment and test
Module2: Sampling and Sampling Techniques **10 hrs**	Introduction - census VS Sampling - Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or Methods (Probability and Non Probability) - Sample design - Sampling frame - Criteria for selecting Sampling Techniques.	Lecturing and Explain with illustrations	To be able to understand the purpose of Sampling and Sampling Techniques in the process of research design	Evaluation through assignment and test
Module 3: Collection of Data	Data Meaning - types of Data - Sources of Data - primary Data - Secondary		To be able to collect Primary source of Data and Secondary source of data	Evaluation through test

10hrs	data - Data collection instruments - Questionnaire- Interview Schedule Preparation model - Pilot study.			
Module 4: Processing of Data **10hrs**	Processing of Data: Editing Data, Coding, Classification of Data - Tabulation of Data.	A comparative study on strategies of various Advertising media by competing organizations and Interactive discussion with illustrations	To be able to understand as How to do Data Processing	Evaluation through test
Module 5: Data Presentation and Analysis **10 Hours**	Hypothesis Testing - Concept - Need - Characteristics of Hypothesis - Types of Hypothesis- procedure for Hypothesis - Various Hypothesis tests - T Test - Z - test - Chi- Square Test - ANOVA (theory only) - Introduction to SPSS. Diagrams and Graphs: Limitations - types (using Excel Sheet)	• Lecture& Discussion	To be able to understand the role of Hypothesis and Testing of Hypothesis in the process of Research	Evaluation through test
Module 6: Report Writing **5 Hours**	Report Writing - Introduction - types - Format - Principles of Writing report - Documentation: Footnotes and Endnotes - Bibliography - Citation Model - APA Model - guidelines for writing references.	• Lecture& Discussion	To be able to write a Report of Research	Evaluation through tests

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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	Evaluation

				illustrations and problems	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