



Lesson Plan

Program: BBA **Semester:** 4th **Course Code:** BBA 405 **Course Name:** Research Methodology

Course Objectives

(CO1): Understand the concept / fundamentals of research and their types.

(CO2): Understand the practical application of various research techniques.

(CO3): Understand the importance of scaling & measurement techniques and sampling techniques.

(CO4): Understand the importance of coding, editing, tabulation and analysis in doing research.

(CO5): Understanding and applying the concept of statistical analysis which includes ANOVA technique and technique of report writing.

Session Duration: 60 minutes

Participants: BBA 4th Semester/2nd Year

Entry level knowledge and skills of students

- i. Students must have basic knowledge of concept of research.
- ii. Students must have knowledge of statistics.

Equipment required in Classroom/ Laboratory/ Workshop

- i. White board
- ii. Projector

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Remember and comprehend basic concepts Research Methodology

(CO2): Develop understanding of research design.

(CO3): Develop understanding of sample design and apply this knowledge for business.

(CO4): Understand and analyse the knowledge of Processing & Analysis and Presentation of Data



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L. N. o.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Introduction of research Methodology	Meaning of Research; Objectives of Research;		Group Discussion	CO1, K2		
2.		Types of Research;		Group Discussion	CO1, K2		
3.		Research Process;		Improved Lecture	CO1, K2		
4.		Research Problem formulation, various problems encountered by researchers		Improved Lecture	CO1, K2		
5.							
6.							
7.							
8.							
Unit - 2							
9.	Research Design	Methods of Data Collection,		Group Discussion	CO2, K2,		
10.		Research Design; Features of a Good design;		Improved Lecture	CO2, K2,		
11.		Different Research Designs		Group Discussion	CO2, K2,		
12.		Measurement in Research;		Group Discussion	CO2, K2,		
13.		Construction of Questionnaire.		Group Discussion	CO2, K2,		
14.							
15.							
16.							
Unit - 3							



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17.	Sampling Design	Census & Sample Surveys		Improved Lecture	CO3, K2, K4		
18.		Steps in Sampling Design;		Improved Lecture	CO3, K2, K4		
19.		Types of Samples Designs - Probability		Group Discussion	CO3, K2, K4		
20.		Non-Probability sampling.		Group Discussion	CO3, K2, K4		
21.							
22.							
23.							
24.							
Unit - 4							
25.	Processing & Analysis of Data	Processing operations; problems in processing		Group Discussion	CO3, K2, K5		
26.		types of analysis Hypothesis Testing- Chi-square test		Cases Discussion	CO3, K2, K4		
27.		Z test,		Cases Discussion	CO3, K2, K4		
28.		t-test,		Cases Discussion	CO3, K2, K4		
29.		f-test		Cases Discussion	CO3, K2, K4		
30.		Elementary Knowledge of SPSS.		Demo of SPSS	CO3, K2, K4		
31.							
32.							
Unit - 5							
33.	Report Presentation	Graphs; charts.		Improved Lecture	CO4, K2, K5		
34.		Report writing; Layout of Research report		Improved Lecture	CO4, K2, K5		
35.		Types of Reports; Mechanism of writing a Research report; Precaution		Group Discussion	CO4, K2, K5		



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		For writing report, Oral report,					
36.		Formulation of business problems in research,		Group Discussion	CO4, K2, K5		
37.		Elementary Knowledge for Writing a research paper		Group Discussion	CO4, K2, K5		
38.							
39.							
40.							
Revision							
41.		Research Design formulation		Group Discussion	-		
42.		Types of Sample designs		Group Discussion	-		
43.		Chi Square Test		Group Discussion	-		
44.							
45.							
46.							
47.							
48.							

Text Books:

1. C. R. Kothari, Research Methodology, New age International Publishers, New Delhi
2. Patrick McNeill, Research Methods; Psychology Press, 1990
3. Gary Bouma, Research Process; Oxford, Sixth Ed.
4. Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, SAGE Publications Pvt. Ltd; Fourth edition, 2014
5. Dr. Arun Kumar, Business Research Methodology, 2016

Reference Books:

1. C. R. Kothari, Gaurav Garg, Research Methodology Methods and Techniques, New Age International Publishers, Third Edition
2. Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, 2nd Edition, SAGE, 2005
3. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition



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4. Creswell, John W. Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications, 2013

Journals:

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. Journal of Business Research, Vol. 104, Pg. 333-339.
<https://www.sciencedirect.com/science/article/pii/S0148296319304564> Retrieved as on 13th July, 2022

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