

OBE based Teaching Lesson Plan 2019-20

Program: BBA (Regular)

Course Name: RESEARCH METHODOLOGY

Course Code: M1 15 AR 405

Semester: IV

Lecture hours: 60

Faculty in-charge: Dr. Hariharan Ravi and Dr. Ritty Francis

Course Outcome	Course Outcomes					T level Indicator	T level
Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment		
	CO1	1	Explain the scope and stages involved in Research Process.			T2	
Module 1 - Introduction to Research							
Meaning - Purpose and Scope of Research in research problem - concepts, theoretical framework Types and Methods of research.	CO2	15	Choose appropriate Sampling Technique for a given study Select appropriate method of collecting and sources of Secondary data.	Videos and Lecture Primary data Interaction	Discussion, Questions & Answers	T3	T2
Review of Literature - Sources to collect review of literature? - Literature survey using Internet.	CO3		Arrange data for analysis by editing, coding, classifying and tabulating secondary data.			T4	
	CO4		Identify the appropriate Analytical Tool in accordance with the merit of the case by using SPSS and Excel.	Test of Hypothesis and		T5	
	CO5		Develop Report Writing of research article on the lines of standard format.			T6	
Module 2 - Sampling and Sampling Techniques							
Introduction - Census Vs. Sampling - Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or Methods (Probability and Non-Probability) - Sample	CO2	10		Videos and reference books Lecture and Interaction	Discussion, Questions & Answers	T3	

Design - Sampling Frame - Criteria for Selecting Sampling Techniques.						
Module3 - Collection of Data Data Meaning - Types of Data- Sources of Data -Primary Data - Secondary Data -Data Collection Instruments - Questionnaire - Interview Schedule Preparation Model- Pilot study.	CO3	10	Videos and reference books	Lecture and Interaction	Data collection (assignment)	T4
Module 4 - Processing of Data Processing of data: Editing, Coding, Classification of data- Tabulation of data.	CO4	10	Sample data and working sheets	Lecture and practical	Practical	T5
Module 5 - Data Presentation and Analysis 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: Utilities - Limitations - Types (using Excel Sheet)	CO5	10	Sample data and working sheets	Lecture and practical	Practical	T4
Module 6 - Report Writing Report Writing-				Lecture	Assignment	T6

Introduction - Types - Format - principles of writing report - Documentation: Footnotes and Endnotes - Bibliography -Citation Model - APA Model - Guidelines for writing references.	CO6	5	Website reference and cases	and Interaction	on EDI implement in companies	
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Continuous Internal Assessment

- Assignment – 4th week of November, 2019, 2nd week of December 2019
- Project – 4th week of January 2020
- PPT – 3rd week of February 2020

Books for Reference:

- S.P. Gupta Statistical Methods, Sultan Chand, Delhi.
- C. B. Gupta: Statistics, Himalaya Publications.
- C.R. Kothari Research Methodology.
- Chikkodi & B.G. Satya Prasad Business Statistics, Himalaya Publications,
- Dr. O.R. Krishnawsami and Dr. M. Ranganathan Methodology of Research in Social Sciences.
- Dr. Priti R. Majhi and Dr. Prafull K. Khatua. Business Research Methods.
- G.C Beri Marketing Research, Tata McGraw Hill Publishing Company.
- Gilbert A. Churchill, Dawn Iacobucci and D. Israel. Marketing Research: A South Asian Perspective. CENGAGE Learning, New Delhi.
- Israel, D. Data Analysis in Business Research: A Step-by-step Nonparametric Approach. Response Books: SAGE Publications, New Delhi.
- Uma Sekaran, Research Methods for Business, Wiley Publications.