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Name of Faculty: Ms.Poonam Dagar

Department: Business Administration

Course Title: Business Research Methodology

Course Number: BBAN403

Semester/Section: 4<sup>TH</sup> SEM , BBA

Session: JAN2018 – April 2018

**Instruction Plan Details :**

Lecture No.	Topics to be covered	References	Remarks
<b>Plan for course, to be covered before 1<sup>st</sup> sessional Exam</b>			
<b>SECTION-A</b>			Numbers of lecture require
1	Business Research – Meaning, types		1
2	managerial value of business research		1
3	theory and research – components, concept, constructs		2
4	definition variables, proposition and hypothesis		1
5	deductive and inductive theory		1
6	nature and process and importance of problem definition		1
7	purpose and types of research proposal		1
8	ingredients of research proposal.		1
	<b>CLASS TEST</b>		1
<b>TOTAL</b>			<b>10</b>
<b>SECTION-B</b>			
1	Research Design – Meaning		1
2	classification and elements of research design		1
3	methods and categories of exploratory research		2
4	basic issues in experimental design		1
5	classification of experimental design		2
6	concept and their measurement		1
7	measurement scales		2
	<b>CLASS TEST</b>		1
<b>TOTAL</b>			<b>11</b>

	<b>SECTION-C</b>		
1	Sample design and sampling procedure		1
2	determination of sample size		2
3	research methods of collecting primary data		2
4	issues in construction of questionnaire.		1
	<b>CLASS TEST</b>		1
	<b>TOTAL</b>		<b>7</b>
	<b>SECTION -D</b>		
1	Statistical techniques of data analysis		3
2	nature and types of descriptive analysis		2
3	uni-variate and bivariate tests of statistical significance		4
4	meaning and types of research report		1
5	ingredients of research report		1
	<b>CLASS TEST</b>		1
	<b>TOTAL</b>		<b>12</b>

**SUGGESTED READINGS:**

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmud, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

**Signature of Faculty Member**

**Date:**

**HOD/Principal/Academic Coordinator**