

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA (17)

SEMESTER – 4th

ACADEMIC YEAR – 2020-21

Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (60 Min. each)	Tutorials/ Practicals/ Projects/Labs (Per Week)	Credits
BBA 206	Research Methodology	Lesson Planner	4	01	4

Marks Assessment Distribution

As per GGSIP University norms

- Continuous Assessment: 25 (Class Test + Viva Voce/ Class Presentations/Class Interaction/Group Discussion)
- End Term Examination: 75

Learning Objective

The object of this paper is to train students in the service aspect , its growth and importance and quality management in Indian Context

Sr No	Title	Author	Publisher Name
T-1	Research Methodology	CR Kothari	New Age International Publisher
T-2	Research Methodology	Panneerselvam R	PHI Publisher
REFERENCE BOOKS (R)			
R-1	Management Research and Methodology	K.N. Krishnaswamy, Appa Iyer Sivakumar, M. Mathirajan	Pearson Education India

TEXT BOOKS (T)/Self Instructional Material/Websites

DETAILED PLAN FOR LECTURES

(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	1.6.21	UNIT - III	Measurement: Definition; Designing and writing items; Uni- dimensional and Multidimensional scales	Learning Outcomes	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software / Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc	Signature of Faculty
2.	2.6.21		Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking scale;	Students learnt about research and various statistical tools and techniques for data analysis.	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	Jannan
3.	3.6.21		Thurston, Likert and Semantic Differential scaling, Paired Comparison, Reliability and Validity Scale.		Self Compiled Instructional Material and (T-1, T-2)	Jannan
4.	4.6.21		Sampling: Steps, Types		Self Compiled Instructional Material Power Point Presentation	Jannan
5.	5.6.21	UNIT - III	Sample Size Decisions;		Power Point Presentation	Jannan

6.	15.6.21			Secondary Data Sources.	Self Compiled Instructional Material and (T-1, T-2)	
				Hypothesis Testing: Tests concerning meanings and proportions	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>
7.	19.6.21			ANOVA, Chi-square test and other	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>
8.	21.6.21			PPT by Students	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>
9.	22.6.21			Research Process	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>
10.	23.6.21			LAB	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>
11.	29.6.21			LAB	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>
12.	30.6.21			LAB	Self Compiled Instructional Material (T-1, T-2) Power Point Presentation	<i>Tamara</i>

UNIT -
III

PLAN FOR TUTORIAL/PSDA/PRACTICAL: (Please do not use these time slots for syllabus coverage)

Tutorial/ Practical /Lab/Projects	Topic	Type of pedagogical tool(s) planned Case Study/ Group Discussion/ Mock Trial/ Moot Court etc.) or (case analysis, problem solving test, role play, business game etc.)
LAB	ANOVA, TWO WAY	MS EXCEL
Tutorial	Research Report	Discussion

REMARKS BY HOD: Well planned work.

Dr. Vineeta Sharma
(HOD BBA, IMT) Sharma
30/6/21

REMARKS BY DIRECTOR: Very good

Prof. (Dr.) Anil Parkash Sharma
(Director) IV.X.XXX