

Course Name (Code) :
**BUSINESS RESEARCH
 METHODS (BBG-206-V)**

Faculty : Dr. Sneha Sharma

Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.

S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Concept, objectives, and significance of Research	WHITE BOARD / PPT	T6 & NOTES	
2	2	Approaches of Research	WHITE BOARD / PPT	T6 & NOTES	
3	3	Types of Research	WHITE BOARD / PPT	T6 & NOTES	
4	4	Research Methodology	WHITE BOARD / PPT	T6 & NOTES	
5	5	Research Process	WHITE BOARD / PPT	T6 & NOTES	
6	6	Criteria of Good Research	WHITE BOARD / PPT	T6 & NOTES	
7	7	Challenges in conducting social science research in India	WHITE BOARD / PPT	T6 & NOTES	
8	8	CASE STUDY			
9	9	CASE STUDY			
10	10	Defining the Research Problem	WHITE BOARD / PPT	T6 & NOTES	
11	11	Research Design	WHITE BOARD / PPT	T6 & NOTES	
12	12	Components, selection and formulation of Research Problem	WHITE BOARD / PPT	T6 & NOTES	
13	13	Meaning and Need of Literature Review	WHITE BOARD / PPT	T6 & NOTES	
14	14	Meaning of Research Design	WHITE BOARD / PPT	T6 & NOTES	
15	15	Features of a good Research Design	WHITE BOARD / PPT	T6 & NOTES	
16	16	Types of Research Design	WHITE BOARD / PPT	T6 & NOTES	
17	17	Meaning of Census and Sample	WHITE BOARD / PPT	T6 & NOTES	
18	18	Meaning, need, significance and principle of Sampling	WHITE BOARD / PPT	T6 & NOTES	
19	19	Essentials of a good sampling	WHITE BOARD / PPT	T6 & NOTES	
20	20	Methods of sampling	WHITE BOARD / PPT	T6 & NOTES	
21	21	Determination of sample size	WHITE BOARD / PPT	T6 & NOTES	
22	22	CASE STUDY			
23	23	CASE STUDY			
24	24	Types of Data	WHITE BOARD / PPT	T6 & NOTES	
25	25	Methods of collection of primary data	WHITE BOARD / PPT	T6 & NOTES	
26	26	Collection of Secondary Data	WHITE BOARD / PPT	T6 & NOTES	
27	27	Use of computer and internet in collection of data	WHITE BOARD / PPT	T6 & NOTES	
28	28	Limitation of primary and secondary data.	WHITE BOARD / PPT	T6 & NOTES	
29	29	Tabulation of data for analysis	WHITE BOARD / PPT	T6 & NOTES	
30	30	Research Proposal	WHITE BOARD / PPT	T6 & NOTES	
31	31	Research Report	WHITE BOARD / PPT	T6 & NOTES	
32	32	Qualities of Good Report	WHITE BOARD / PPT	T6 & NOTES	
33	33	Steps in Report Writing	WHITE BOARD / PPT	T6 & NOTES	
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Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	BOOKS
1	Madan, P., Paliwal, V., & Bhardwaj, R.. Research Methodology-Methods & Techniques. New Delhi: New Age International Publishers.
2	Kothari, B. L. Research Methodology: Tools and Techniques. Jaipur: ABD Publishers.
3	Borse, M. N. Research Methodology—Modern, Methods & New Techniques. Jaipur: Shree Niwas Publishers.
4	Rao, K. V. Research Methodology in Commerce and Management. Noida, Uttar PradeshSterling Publishers Private Limited.
5	Sharma, R. D., & Chahal, H. Research Methodology in Commerce and Management. New Delhi: Anmol Publications.
6	Gupta, S. K., & Rangi, P. (2017). Research methodology: methods tools and techniques (5th ed.) Kalyani Publishers.