



Lesson Plan

Program: MBA **Semester:** 2nd **Course Code:** KMBN 203 **Course Name:** Business Research

Methods

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: 50 minutes

Participants: MBA Students

Entry level knowledge and skills of students

- i. Basic knowledge of research, and statistical tools like correlation and regression
- ii. Analysis of information from different sources
- iii. Capability of Critical thinking and Critical Analysis

Equipment required in Classroom/ Laboratory/ Workshop

- i. White board, duster and Marker
- ii. Smart Board, Projector and system

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2



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

(CO1): Knowledge of concept / fundamentals for different types of research.

(CO2): Applying relevant research techniques.

(CO3): Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques

(CO4): Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.

(CO5): Evaluating statistical analysis which includes ANOVA technique and prepare research report.

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Introduction of Research	Definition, Meaning, Objective	13/4/22	Improved Lecture	1		
2.	Importance types and Qualities of Research	1.Descriptive Vs Analytical 2.Applied Vs Fundamental 3.Quantitative Vs Qualitative 4.Conceptual Vs Empirical 5.Some Other Types of Research	15/4/22 & 20/4/22	Improved Lecture	1		
3.	Research applications in functional areas of Business, Emerging trends in Business research	1.Human Resource 2.Marketing /Promotion 3.Production 4.Sales 5.Customer Service Support 6.Accounting and Finance 7.Distribution 8.Administrative and Management 9.Research and Management 10.Operations and IT	21/4/22	Educational Game	1		



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4.		<ol style="list-style-type: none"> 1. Formulating Research Problem 2. Extensive Literature review 3. Development of Working Hypothesis 4. Preparing Research Design 5. Determining Sample Design 6. Collecting the data 7. Execution of Project 8. Analysis of Data 9. Hypothesis testing 10. Generalization and Interpretation 11. Preparation of Report or the thesis 			1		
	Steps in Research Process		22/4/22 & 25/4/22	Improved Lecture			
5.	Formulation of Research Problem –	Management Question research Question – Investigation Question	26/4/22	Buzz Session	1		
6.	Concept of Scientific Enquiry	Meaning and Characteristics of scientific methods	27/4/22	Improved Lecture	1		
7.	Research Proposal	Elements of a Research Proposal, drafting a Research Proposal, evaluating a research proposal	28/4/22	Group Discussion	1		
8.	Revision	Q&A + Doubt Session	29/4/22	Buzz Session	1		
9.	Introduction to Research design	Concept, Features of a good research design, Use of a good research design;	2/5/22	Improved Lecture	2		
10.	Qualitative and Quantitative	Comparison – Pros and Cons of both approaches.	4/5/22	Field work	2		



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	research approaches						
11.	Exploratory Research Design	Concept, Types: Qualitative techniques	5/5/22	Improved Lecture	2		
12.	Types of Exploratory Research Design	Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.	6/5/22	Improved Lecture	2		
13.	Descriptive Research Designs	Concept, Characteristics and uses.	9/5/22	Group Discussion	2		
14.	Types of Descriptive Research Designs	Cross-sectional and Longitudinal Research	10/5/22	Improved Lecture	2		
15.	Experimental Design	Concept of Cause, Causal relationships, Concept of Independent & Dependent variables,	12/5/22	Improved Lecture	2		
16.	Forms of Experimental Design	Informal Experimental Design Formal Experimental Design	12/5/22	Group Discussion	2		
17.	Revision	Question Bank + Doubt Session	13/5/22	Buzz Session	2		
18.	Concept of Measurement	Need of Measurement	16/5/22	Improved Lecture	3		
19.	Goodness of Measurement of Scales	Validity Reliability Practicality Accuracy	17/5/22	Group Discussion	3		
20.	Classification of measurement	Nominal, Ordinal, Interval, Ratio.	18/5/22	Improved Lecture	3		
21.	Attitude Scaling Techniques:	Semantic differential scales, constant sum scales	20/5/22	Improved Lecture	3		
22.	Scaling & measurement techniques	Rating Scales viz. Likert Scales,	23/5/22	Field work	3		
23.	Graphic Rating Scale techniques	Paired Comparison & Forced Ranking- Concept and application	24/5/22	Field work	3		
24.	Revision	Question Bank + Doubt Session	25/5/22	Buzz Session	3		



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25.	Basic Concepts of Sampling	Defining the Universe, Concepts of Statistical Population, Sample	27/5/22	Improved Lecture	3		
26.	Characteristics of a good sample and Sampling Frame	practical approach for determining the sample frame expected	27/5/22	Field work	3		
27.	Sampling and Non-Sampling Errors	Methods to reduce the errors, Sample Size constraints, non-Response.	8/6/22	Improved Lecture	3		
28.	Probability Sample	Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.	8/6/22	Case study method	3		
29.	Non-Probability Sample	Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods.	9/6/22	Group Discussion	3		
30.	Size of sample	Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.	10/6/22	Group Discussion	3		
31.	Revision	Question & Doubts	10/6/22	Buzz Session	3		
32.	Data Analysis	Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions,	13/6/22	Improved Lecture	4		
33.	Graphical Representation of Data	Appropriate Usage of Bar charts, Pie charts,	13/6/22	Case study method	4		
34.	Graphical Representation of Data	Histogram, Frequency Polygon, frequency curve, ogive	14/6/22	Simulation	4		
35.	Hypothesis Testing	Framing Null Hypothesis & Alternative Hypothesis	14/6/22	Group Discussion	5		



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		Qualities of a good Hypothesis Logic & Importance Various tests					
36.	Analysis of Variance	One way and two-way Classifications.	15/6/22	Improved Lecture	5		
37.	Report Preparation	Logical Analysis of the Subject matter Preparation of final outline Preparation of Rough Draft Rewriting and polishing of Rough Draft Preparation of Final Bibliography Writing the Final Draft	15/6/22	Group Discussion	5		
38.	Mechanism of Report Writing	<ol style="list-style-type: none"> 1. Size and Physical Design 2. Procedure 3. Layout 4. Treatment of Quotations 5. The Footnotes 6. Documentary Styles 7. Punctuation and Abbreviations in footnotes 8. Use of Statistics, Charts and Graphs 9. Final Draft 10. Bibliography 11. Preparation of Index 	16/6/22	Role Play	5		
39	Interpretation of results, Report formulation.	suggestions and recommendations, limitations of the study	16/5/22	Group Discussion	5		
40	Revision	Q&A + Doubt Session	17/5/22	Buzz Session	5		
41	Unit- 1	Research & the Scientific Method	22/5/22	Group Discussion	1		



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42	Unit-2	Research design	22/6/22	Buzz Session	2		
43	Unit-3	Scaling & measurement techniques	23/6/22	Field work	3		
44	Unit-4	Sampling	23/6/22	Role Play	3		
45	Unit-5	Coding, editing & Graphical Presentation	24/6/22	Simulation	4		
46	Unit-5	Hypothesis Testing	24/6/22	Buzz Session	5		

Suggested Readings:

1. Research Methodology, Deepak Chawla, NeenaSondhi, Vikas Publication
2. Business Research Methods, Naval Bajpai, Pearson Education
3. Research Methodology, C R Kothari, New Age International.
4. Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
5. Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2ndEdition.
6. Business Research Methods by T N Srivastava & Shailaja Rao, TMH Publication, 2ndEdition

Journals:

- Kadam, M.M., & Sapkal, D. (2019). A Comparative Analysis of Performance of Public & Private Sector Banks in India Through Camel Rating System. *International Educational Applied Research Journal (IEARJ)*, 3(1), 1-6,
- Adams, M., Thornton, B., & Hall, G. (2008). IPO pricing phenomena: Empirical evidence of behavioral biases. *Journal of Business & Economics Research (JBER)*, 6(4).
- Chhapra, I.U., Kashif, M., Rehan, R., & Bai, A. (2018). An empirical investigation of investors behavioral biases on financial decision making. *Asian Journal of Empirical Research*, 8(3), 99-109.
- Snyder, M., & Swann, W. B. (1978). Hypothesis-testing processes in social interaction. *Journal of Personality and Social Psychology*, 36(11), 1202–1212.

Electronic Database:

<https://www.researchgate.net/publication/316807746> Business Research Methods

<https://www.researchgate.net/publication/325545912> RESEARCH PROPOSAL

<https://www.questionpro.com/blog/research-design/>

<https://byjus.com/maths/sampling-methods/>

<https://www.scribbr.com/methodology/sampling-methods/>



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<https://www.cuemath.com/measurement/scales-of-measurement/>

<https://www.vedantu.com/maths/scales-of-measurement>

https://www.tutorialspoint.com/statistics/hypothesis_testing.htm

<https://www.vedantu.com/maths/hypothesis-testing>