

# SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

## LESSON-PLAN

Class: BBA 2<sup>nd</sup> YEAR

Semester: 4<sup>th</sup>

Subject: BRM

Session: 2021-22

Lecture Number	Topic
<b>1-18</b>	<b>UNIT 1</b>
	Business Research – Meaning, types
	Managerial value of business research; theory and research
	Components, concept, constructs, definition variables
	Proposition and hypothesis, deductive and inductive theory
	Nature and process and importance of problem definition
	Purpose and types of research proposal, ingredients of research proposal
<b>1-20</b>	<b>UNIT 2</b>
	Research Design – Meaning, classification and elements of research design,
	Methods and categories of exploratory research
	Basic issues in experimental design
	Classification of experimental design; concept and their measurement,
	Classification of experimental design; measurement
	Measurement scales
<b>1-18</b>	<b>UNIT 3</b>
	Sample design and sampling procedure
	Determination of sample size

Lecture Number	Topic
	Research methods of collecting primary data
	Research methods of collecting secondary data
	Classification questionnaire
	Issues in construction of questionnaire
<b>1-20</b>	<b>UNIT 4</b>
	Statistical techniques of data analysis
	Nature and types of descriptive analysis
	Uni-variate of statistical significance
	Bivariate tests of statistical significance
	Meaning and types of research report
	Ingredients of research report.

**Signature: Ms. Dolly**