

Shambhunath Institute of Engineering & Technology

Teaching Plan

Name of the Faculty :- Dr. Nitin Dwivedi

Class :- First Year MBA

Subject- Business Research Methods

Subject Code - BMB 203

| Month | Week | Planned Date | No. of Lecture | Topic Planned | Completed Date | Method Used | |
|---------------|-----------|-----------------|----------------|--|---|-------------|-------------|
| Unit I | | | | | | | |
| January | IV | 30-Jan-26 | 1 | Definition, Meaning, Importance types and Qualities of Research | | PPT & NOTES | |
| | | 31-Jan-26 | 1 | Research applications in functional areas of Business | | PPT & NOTES | |
| February | I | 06-Feb-26 | 1 | Emerging trends in Business research | | PPT & NOTES | |
| | | 07-Feb-26 | | Research & the Scientific Method: Characteristics of scientific method | | PPT & NOTES | |
| | II | 09-Feb-26 | | Steps in Research Process Concept of Scientific Enquiry | | PPT & NOTES | |
| | | 13-Feb-26 | 1 | Formulation of Research Problem | | PPT & NOTES | |
| | | 14-Feb-26 | 1 | Research Proposal – Elements of a Research Proposa | | PPT & NOTES | |
| | III | 16-Feb-26 | 1 | Drafting a Research Proposal, | | PPT & NOTES | |
| | | UNIT II | | | | | |
| | | 20-Feb-26 | 1 | Research design- Concept, Features & Use of a good research design | | Practice | |
| | | 21-Feb-26 | | Qualitative and Quantitative research approaches, Comparison | | | |
| | | IV | 23-Feb-26 | 1 | Exploratory Research Design: Concept, Types: Qualitative techniques | | PPT & NOTES |
| | 27-Feb-26 | | 1 | Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation | | PPT & NOTES | |
| | 28-Feb-26 | | 1 | Descriptive Research Designs: Concept, types and uses. | | PPT & NOTES | |
| | March | III | 16-Mar-26 | 1 | Concept of Cross-sectional and Longitudinal Research | | PPT & NOTES |
| 20-Mar-26 | | | 1 | Experimental Design: Concept of Cause, Causal relationships | | PPT & NOTES | |
| IV | | 23-Mar-26 | 1 | Concept of variables | | | |
| | | UNIT III | | | | | |
| | | 27-Mar-26 | 1 | Concept of Measurement, Need of Measurement | | PPT & NOTES | |

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| April | I | 03-Apr-26 | 1 | Problems in measurement in management research | | Practice | |
| | | 04-Apr-26 | 1 | Validity and Reliability | | | |
| | II | 06-Apr-26 | 1 | Levels of measurement | | PPT & NOTES | |
| | | 10-Apr-26 | 1 | Attitude Scaling Techniques: Concept & Types of Scale | | PPT & NOTES | |
| | | UNIT IV | | | | | |
| | | 11-Apr-26 | 1 | Sampling: Basic Concepts: Defining the Universe | | PPT & NOTES | |
| | III | 13-Apr-26 | 1 | Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame | | PPT & NOTES | |
| | | 17-Apr-26 | 1 | Sampling errors, Non Sampling errors | | PPT & NOTES | |
| | | 18-Apr-26 | 1 | Methods to reduce the errors, Sample Size constraints, Non Response | | PPT & NOTES | |
| | IV | 20-Apr-26 | 1 | Probability Sample, Types Non Probability Sample, Types | | PPT & NOTES | |
| | | 24-Apr-26 | | Sample size determination. | | | |
| | | UNIT V | | | | | |
| | | 25-Apr-26 | 1 | Data Analysis: Editing, Coding, Tabular representation of data | | PPT & NOTES | |
| | V | 27-Apr-26 | 1 | Frequency tables, Construction of frequency distributions, | | PPT & NOTES | |
| | | I | 02-May-26 | 1 | Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram. | | PPT & NOTES |
| May | II | 04-May-26 | 1 | Hypothesis: Qualities of a good Hypothesis | | PPT & NOTES | |
| | | 08-May-26 | 1 | Concept of Hypothesis Testing – Logic & Importance | | PPT & NOTES | |
| | | 09-May-26 | 1 | Analysis of Variance: One way and two way Classifications | | PPT & NOTES | |
| | | | 11-May-26 | 1 | Mechanism of Report Writing- Report Preparation: Types, Report Structure | | PPT & NOTES |
| | | 12-May-26 | 1 | Report formulation. | | Case Study | |
| | | | | Practice & Case | | | |

Note- The Calender May Vary in Case of Second Sessional Examination which is Planned to Be scheduled in April Or May as Per AKTU final Exam Calender

Faculty Sign