

Shambhunath Institute of Management

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	31-Jan-26	1	Definition, Meaning, Importance types and Qualities of Research		PPT & NOTES	
			1	Research applications in functional areas of Business		PPT & NOTES	
February	I	03-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	
		10-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,			
		UNIT II					
		17-Feb-26	1	Research design- Concept, Features & Use of a good research design		Practice	
		21-Feb-26		Qualitative and Quantitative research approaches, Comparison		PPT & NOTES	
	IV	23-Feb-26	1	Exploratory Research Design: Concept, Types: Qualitative techniques		PPT & NOTES	
		24-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	
		27-Mar-26	1	Experimental Design: Concept of Cause, Causal relationships		PPT & NOTES	
	IV	23-Mar-26	1	Concept of variables		PPT & NOTES	
		UNIT III					
		24-Mar-26	1	Concept of Measurement, Need of Measurement		PPT & NOTES	

April	I	04-Apr-26	1	Problems in measurement in management research		Practice
	II	06-Apr-26	1	Validity and Reliability		
		07-Apr-26	1	Levels of measurement		PPT & NOTES
		11-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
		18-Apr-26	1	Sampling errors, Non Sampling errors		PPT & NOTES
		20-Apr-26	1	Methods to reduce the errors, Sample Size constraints, Non Response		PPT & NOTES
	IV	21-Apr-26	1	Probability Sample, Types Non Probability Sample, Types		PPT & NOTES
		25-Apr-26		Sample size determination.		
		UNIT V				
	V	27-Apr-26	1	Data Analysis: Editing, Coding, Tabular representation of data		PPT & NOTES
		28-Apr-26	1	Frequency tables, Construction of frequency distributions,		PPT & NOTES
	May	I	02-May-26	1	Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram.	
II		04-May-26	1	Hypothesis: Qualities of a good Hypothesis		PPT & NOTES
		05-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