**Government College Kheri Gujran Faridabad**

**TEACHING PLAN 2023-24 (EVEN SEMESTER)**

**(JAN 2024 to April 2024)**

**Name: Mrs. Neeti Panwar**

**Sub:** Business Research Methods

**Class:** M.COM.

**Semester:** 4th

**Department:** Commerce

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| **Month** | **1st Week** | **2nd Week** | **3rd Week** | **4th Week** |
| **JANUARY** | **Unit-1**Introduction to Business Research: Defining Research; Types of Research-Basic and Applied Research | Process of Research; Features of a Good Research Study; Research Applications in Business Decisions | Formulation of the Research Problem and Development of the Research Hypotheses: Problem Identification and definition | Process of Problem Identification; Developing a research proposal; Formulation of the Research Hypotheses |
| **FEBRURAY** | **Unit-2**Research Design: The Nature of Research Designs; Process of Formulation of Research Design | Classification of Research Designs: Exploratory, Two-tiered, Experimental and Descriptive | Research Design for Hypothesis Testing or Experimental Research Studies: Concept and Classification of Experimental Designs | Validity in Experimentation; Factors affecting Internal Validity of Experiment; Factors affecting External Validity of Experiment; Methods to Control Extraneous Variables and Environments of Conducting Experiments. |
| **MARCH** | **Unit-3**Data Collection Methods: Classification of Data; Research Applications of Secondary and Primary Data; Secondary data sources and usage | Online data sources; Qualitative Method of Data Collection: observation method, Content Analysis, Focus Group Method, Personal Interview Method and Projective Techniques | Primary data collection methods- questioning techniques, online surveys; Questionnaire Design Procedure | Sampling Plan: Universe, Sample vs Census; Sample Frame and Sampling Unit; Sampling Design; Sampling Techniques; Sample size Determination; Sampling and Non- Sampling Errors |
| **APRIL** | **Unit-4**Report Writing : Meaning, Functions and Types of Research Report, Steps of Planning Report Writing,  | Research Report Structure,Principles of Writing,Guidelines for Effective Documentation, Writing and Typing Report | Research Briefings: Oral Presentation, Presentation of Results: Descriptive Presentation | Graphic Presentation, Diagrams, Pictures and Maps, Tabular Presentation, Difficulties in Presentation |

**Teacher’s Signature**