Lesson Pla

Course with Code: Research Methods – 18MBA23				**Faculty: Ms. AYESHA ZEBA**			**Semester & Section: 3RD SEM MBA**	
Module	**Class No.**	**Date Planned (DD/MM)**	**Topics to be covered**	**TLP Planned**	**Date of Conduction (DD/MM)**	**Topics Covered**	**TLP Executed**	**Remarks if any deviation**
MODULE-1	1	28/11	Meaning, types, process of research-management problem, defining the research problem	PPT	28/11	completed	PPT	
	2	29/11	formulating the research Hypothesis	PPT	29/11	completed	PPT	
	3	30/11	functions scope and limitations	PPT	30/11	completed	PPT	
	4	02/12	developing the research proposals	PPT	02/12	completed	PPT	
	5	05/12	research design formulation,	PPT	05/12	completed	PPT	
	6	06/12	sampling design, planning and collecting the data for research,	PPT	06/12	completed	PPT	
	7	07/12	data analysis and interpretation	PPT	07/12	completed	PPT	
	8	12/12	Research Application in business decisions, Features of good research study.	PPT	12/12	completed	PPT	

Course with Code: BUSINESS STATISTICS AND ANALYTICS - 20MBAFM303				Faculty: AYESHA ZEBA			Semester & Section: 3RD SEM	
Module	**Class No.**	**Date Planned (DD/MM)**	**Topics to be covered**	**TLP Planned**	**Date of Conduction (DD/MM)**	**Topics Covered**	**TLP Executed**	**Remarks if any deviation**
MODULE-2	12	19/12	Business Research Design: Meaning and significance - Types:	PPT	19/12	completed	PPT	
	13	20/12	Exploratory and Conclusive Research Design	PPT	20/12	completed	PPT	
	14	21/12	Exploratory and Conclusive Research Design	PPT	21/12	completed	PPT	
	15	22/12	Exploratory Research: Meaning, purpose, methods	PPT	22/12	completed	PPT	
	16	24/12	Exploratory Research: Meaning, purpose, methods	PPT	24/12	completed	PPT	
	17	26/12	- Literature search	PPT	26/12	completed	PPT	
	18	27/12	experience survey,	PPT	27/12	completed	PPT	
	19	28/12	focus groups and comprehensive case methods.	PPT	28/12	completed	PPT	
	20	02/01	focus groups and comprehensive case methods.	PPT	02/01	completed	PPT	

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MODULE-3	21	09/01	: Concepts- Types of Sampling - Probability Sampling	PPT	09/01	completed	PPT	
	22	10/01	simple random sampling, systematic sampling,	PPT	10/01	completed	PPT	
	23	11/01	stratified random sampling, cluster sampling -	PPT	11/01	completed	PPT	
	24	16/01	Non Probability Sampling –convenience sampling	PPT	16/01	completed	PPT	
	25	17/01	judgemental sampling, snowball sampling	PPT	17/01	completed	PPT	
	26	18/01	quota sampling - Errors in sampling.	PPT	18/01	completed	PPT	

Course with Code: BUSINESS STATISTICS AND ANALY[illegible]							Semester & Section: 3rd SEM	
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MODULE-4	29	30/01	Data Collection: Primary and Secondary data Primary data collection methods - Observations, survey	PPT	30/01	completed	PPT	
	30	31/01	Interview and Questionnaire, Qualitative Techniques of data collection	PPT	31/01	completed	PPT	
	30	01/02	Questionnaire design – Meaning - process of designing questionnaire	PPT	01/02	completed	PPT	
	31	04/02	Secondary data -Sources – advantages and disadvantages.	PPT	04/02	completed	PPT	
	32	06/02	Case Study 4: Business Research Methods	PPT	06/02	completed	PPT	
	33	07/02	easurement and Scaling Techniques	PPT	07/02	completed	PPT	
	34	08/02	Basic measurement scales-Nominal scale, Ordinal scale	PPT	08/02	completed	PPT	
	35	11/02	Interval scale, Ratio scale	PPT	11/02	completed	PPT	
	36	13/02	Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling	PPT	13/02	completed	PPT	

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MODULE-5	37	13/02	Hypothesis - types, characteristics, source, formulation of hypotheses	PPT	13/02	completed	PPT	
	38	14/02	errors in hypotheses. Parametric and Non-Parametric Tests	PPT	14/02	completed	PPT	
	39	15/02	t-test, z-test, f-test, u-test, K-W Test (problems on all tests) Statistical analysis	PPT	15/02	completed	PPT	
	40	18/02	t-test, z-test, f-test, u-test, K-W Test (problems on all tests) Statistical analysis	PPT	18/02	completed	PPT	
	41	20/02	Bivariate and Multivariate Analysis- (only theory)	PPT	20/02	completed	PPT	
	42	21/02	Bivariate and Multivariate Analysis- (only theory)	PPT	21/02	completed	PPT	
	43	22/02	ANOVA-one-way and two-way classification (theory only)	PPT	22/02	completed	PPT	
	44	25/02	ANOVA-one-way and two-way classification (theory only)	PPT	25/02	completed	PPT	

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MODULE-6	45	27/02	Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation	PPT	27/02	completed	PPT	
	46	28/02	Data Analysis and Report Writing: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation	PPT	28/02	completed	PPT	
	47	01/03	Report writing and presentation of results:	PPT	01/03	completed	PPT	
	48	02/03	Report writing and presentation of results:	PPT	02/03	completed	PPT	
	49	06/03	Importance of report writing,	PPT	06/03	completed	PPT	
	50	08/03	types of research report,	PPT	08/03	completed	PPT	
	51	11/03	report structure, guidelines for effective documentation.	PPT	11/03	completed	PPT	
	52	13/03	report structure, guidelines for effective documentation.	PPT	13/03	completed	PPT	

	Activity			s
1	Theory Classes	52		
2	Assignments/Quizzes/ Self-study	3		
3	Tutorials/ Extra classes	-		
4	Internal Assessments	3		
5	ICT based Teaching (% of usage in Curriculum)	**80%**		
Planning			**Execution**	
Faculty Signature:			**Faculty Signature:**	
HOD Signature:			**HOD Signature:**	