**Name of Teacher: Dr. Rajni**

**Course: B.Com (H) 4.5 (B) CBCS, Semester: IV**

**Paper SEC: Business Research Methods and Analytics (optional)**

**4 Theory : 4 Credit hrs. (Four Lectures)**

**Subject Objectives**: To understand the various aspects of research, identify the various tools available to a researcher. Research methodology can help the business manager in decision making.

**LESSON PLAN (for the year 2021-22) Jan-May Semester**

**(Unit-wise)**

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| **UNIT/ Lectures and Labs Required** | **TOPICS FOR STUDENT PREPARATION (INPUT)** | **PROCEDURE (Tools)** | **LEARNING OUTCOME (OUTPUT)** | **ASSESSMENT** |
| UNIT 1 :  Introduction to Business Research  (10 lectures) | Meaning and Scope of Business research, types of research- qualitative, quantitative, longitudinal, cross sectional, fundamental, applied, conceptual and empirical, Characteristics of good research, steps in research process, ethics in Research. | \*Lecture and discussion  \*Problem solving with the help of black-board | **\*understand the conce**pt of research  **\*Clarifying the** purpose of research  **\*ex**plain the different types of research.  **\*Discuss the a**pplication of research in various disciplines  **\*Elucidating the criteria to be considered while doing good research and ethics in research.** | Evaluation through Assignment |
| UNIT 2 :  Language of Research  (10 lectures ) | Proposition and hypothesis, concept and construct, attribute and variable, theory and model, induction and deduction approach, research design and types (exploratory, descriptive and experimental) | \*Lecture and discussion  \*Problem solving with the help of black-board | \*understand the meaning of proposition and hypothesis, its sources, purpose, characterstic and types.  \*Explain and differentiate between concept and construct, Attribute and variables, theory and model.  \*understand the induction and deduction approach of research  \*Understand the research design and its types | Evaluation through assignment. |
| UNIT 3 :  Scaling and Data Collection  (15 lectures) | Measurement and Scaling, primary scales of measurement, nominal, ordinal, ratio and interval scales, scaling methods: comparative (paired, rank order, constant sum and Q sort, Non Comparative- (Likerat, Semantic Differential and Staple), Reliability and Validity, meaning and sources of primary and secondary data, Questionnaire design, census and survey method, Designing sample survey, probability and non-probability sampling techniques. | \*Lecture and discussion  \*Problem solving with the help of black-board | \*Understand the meaning and types of scaling measurement.  \*Elaborate the reasons for error in measurement scale and requirement of criteria for good measurement scale.  \*Explain the comparative and non-comparative scaling methods  \*Discuss the types of well designed questionnaire.  \*Meaning of sampling design and its types, errors in sampling.  \*understand how to determine the sample size for research purpose | Evaluation through test & Assignment |
| UNIT 4 :  Data Analysis and Interpretation (15 lectures) | Introduction to Univariate and bivaraiate Analysis: Classification and presentation of Data, Bar, pie, Line, Histogram and Box plot: Descriptive Analysis, Measurement of central Tendency, position and dispersion, Introduction to inferential statistics, hypothesis testing (t, z, F and chi-square test), Report writing-types and format. | \*Lecture and discussion  \*Problem solving with the help of black-board | .\*Understand the meaning of data analysis and its Types.  **\*Ex**plain the classification and presentation of data in presentable form.  \*Discuss the types of univariate descriptive analysis.  \* Explain the bivaraiate descriptive analysis.  \*Understand the parametric and non-parametric test of analysis.  \*Meaning, precautions, significance and types of writing a report | \*Evaluation through Assignment  \*Student should write a research paper based on all the concept taught |
| Unit-V  Analytics to Business (lecture-10) | Introduction to Analytics, Analysis and Business Analytics, overview of machine learning and artificial intelligence, types of Analytics (descriptive, predictive and prescriptive), Application of Analytics in business Functions. |  | \*Understand the term business analytics.  \*Discuss the types of business analytics,  \*Enlighten the application of analytics in business functions.  \*Know the concept of artificial intelligence and Machine learning. | Evaluation through assignment and class test |

**Suggested Readings:**

1. Dangi. H.K, Shruti Dewen. *Business Research Method,* Cengage Learning Publication
2. Neha Kashyap, *Business Research Methods*, JSR Publishing House LLP.
3. Rachna Jain, *Research Methodology*, Maximax Publishing House.
4. Zikmund, W.G., Business Research Methods, South western Thomson Learning USA.
5. Emory, C. William, Business Research Methods, Howard Richard D, Irwin.
6. Webster, Allen L., Applied Statistics for Business Economics, An Essential Approach, TMH