



**J.C. BOSE UNIVERSITY OF SCIENCE AND
TECHNOLOGY, YMCA, FARIDABAD, HARYANA, (INDIA)**

A State Government University (Accredited 'A++' Grade by NAAC)

(Established by Haryana State Legislative Act No. 21 of 2009, Recognized by U.G.C. u/s 2 (f) and 12(B) of U.G.C. Act 1956)

SECTOR-6, MATHURA ROAD, FARIDABAD-121006, HARYANA, (INDIA)

Community College of Skill Development

Lesson Plan: Business Research Methods (BFSI-513)

Program: B.Voc BFSI Semester: 5th Course Code: BFSI-513 Credits: 3

Course Objectives:

To equip students with a comprehensive understanding of the research process, including the formulation of research questions, design and sampling methods, data collection techniques, and data analysis, culminating in the ability to write and present a well-structured research report.

Course Outcomes:

After the successful completion of the course, students will be able to:

CO1. Develop a research proposal by identifying relevant variables and constructs.

CO2. Differentiate between exploratory, descriptive, and experimental research designs.

CO3. Assess the quality of a sample and determine an adequate sample size for various research designs.

CO4. Design effective questionnaires for different research purposes.

CO5. Conduct univariate and bivariate data analysis using appropriate statistical tests and Test hypotheses using parametric and non-parametric tests.


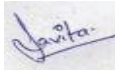
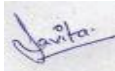
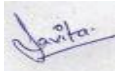




Equipment required in Classroom/ Laboratory/ Workshop

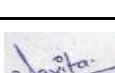
- i. LCD/Projector
- ii. Whiteboard/ Black Marker

Assessment Scheme




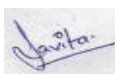
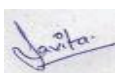


S.No.	Criteria	Marks
1	End Term Examination	75
2	Internal Evaluation Scheme	25
2a	Class Tests	15
2a (i)	Class Test-I	7.5
2a (ii)	Class Test-II	7.5

2(b)	Teacher Assessment (Continuous Evaluation)	10
2b (i)	Attendance	5
2b (ii)	Assignment / Presentation	5

Lecture No.	Topic Covered	Pedagogy	Date of Implementation	Course Outcomes Covered	Faculty Sign
1	Meaning, Nature, and Scope of Research	Discussion and PPT	30/07/2025	CO1	
2	Objectives and Importance of Business Research, Features of a Good Research Study	Discussion and PPT	01/08/2025	CO1	
3	Types of Research: Basic, Applied, Exploratory, Descriptive, and Causal	Discussion and PPT	04/08/2025	CO1	
4	Comparison between different types of research with example	Discussion and PPT	04/08/2025	CO1	
5	Understanding the Language of Research – Concepts, variables and Constructs	White Board Lecture	06/08/2025	CO1	
6	Variables: Independent, Dependent, Moderating, and Control Variables	White Board Lecture	07/08/2025	CO1	
7	The Research Process: Steps Involved in Conducting Research in detail	PPT/ White Board Lecture	13/08/2025	CO1	
8	Literature review and its importance in research	PPT	18/08/2025	CO1	

9	Developing and Structuring a Research Proposal	White Board Lecture and PPT	21/08/2025	CO1	
10	Evaluation of a Good Research Proposal	Assignment and Discussion	22/08/2025	CO1	
11	Meaning and Importance of Research Design	PPT and White Board Lecture	25/08/2025	CO2 and CO3	
12	Features of a Good Research Design and research design process	PPT/ White Board Lecture	25/08/2025	CO2 and CO3	
13	Types of Research Design – Exploratory Research Design with example	PPT and White Board Lecture	28/08/2025	CO2 and CO3	
14	Descriptive Research Design – Cross-sectional and Longitudinal Studies	PPT and White Board Lecture	28/08/2025	CO2 and CO3	
15	Experimental Research Design – Concepts and Applications with comparison	Discussion with PPT	28/08/2025	CO2 and CO3	
16	Sampling: Meaning, Importance, and Difference between Sample and Census	White Board Lecture	01/09/2025	CO2 and CO3	
17	Features of a Good Sample and Sampling Frame	Lecture	01/09/2025	CO2 and CO3	
18	Probability Sampling Techniques: Simple Random, Stratified, and Cluster Sampling	PPT and Discussion	04/09/2025	CO2 and CO3	
19	Non-Probability Sampling Techniques: Convenience, Judgment, and Quota Sampling	PPT and Discussion	08/09/2025 and 09/09/2025	CO2 and CO3	

20	Determination of Sample Size and Factors Affecting It	Board Lecture	11/09/2025	CO2 and CO3	
21	Meaning and Types of Data: Primary vs. Secondary Data	PPT/Discussion	12/09/2025	CO4	
22	Sources of Data Collection – Internal and External Sources	Class Assignment	12/09/2025	CO4	
23	Methods of Primary Data Collection: Observation and Focus Group Discussion	Detailed Discussion	15/09/2025	CO4	
24	Personal, Telephonic, Mail, and Online Surveys – Merits and Limitations	Lecture and discussion	18/09/2025	CO4	
25	Questionnaire Designing – Meaning and Process	Lecture and discussion	6/10/2025	CO4	
26	Types of Questionnaires: Structured, Unstructured, and Semi-Structured	Discussion/ White Board Lecture	13/10/2025	CO4	
27	Types of Questions: Open-ended, Closed-ended, Dichotomous, and Scaled	White Board Lecture	13/10/2025	CO4	
28	Importance of Wording and Sequencing of Questions	Lecture and discussion	16/10/2025	CO4	
29	Pretesting and Validation of Questionnaires	White Board Lecture	16/10/2025	CO4	
30	Advantages and Disadvantages of Questionnaire Method	Lecture and discussion	16/10/2025	CO4	
31	Data Editing, Coding, Classification, and Tabulation	PPT	27/10/2025	CO5	
32	Introduction to Data Analysis: Univariate and Bivariate Analysis	PPT	29/10/2025	CO5	
33	Hypothesis Testing – Concept, Null and Alternative Hypotheses	White Board Lecture	30/10/2025	CO5	

34	Parametric Tests: t-test, z-test, ANOVA	White Board Lecture	03/11/2025	CO5	
35	Non-Parametric Tests: Chi-square Test, Mann-Whitney U, Kruskal-Wallis	White Board Lecture	06/11/2025	CO5	
36	Interpretation of Results and Drawing Conclusions	White Board Lecture	07/11/2025	CO5	
37	Research Report Writing: Steps and Structure	White Board Lecture	10/11/2025	CO5	
38	Essentials of a Good Research Report	White Board Lecture	13/11/2025	CO5	
39	Ethics in Research and Plagiarism Issues	White Board Lecture	14/11/2025	CO5	
40	Final Review and Discussion on Practical Applications	Discussion	15/11/2025	CO5	

Text Books:

1. "Research Methodology: Methods and Techniques" by C.R. Kothari and Gaurav Garg, New Age International Publishers.

Reference Books:

1. "Business Research Methods" by Donald R. Cooper and Pamela S. Schindler, McGraw Hill Education.
2. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar, SAGE Publications.