



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.

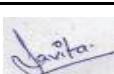
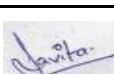
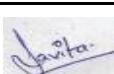
Equipment required in Classroom/ Laboratory/ Workshop

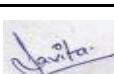
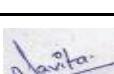
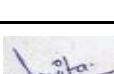
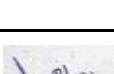
- i. LCD/Projector
- ii. Whiteboard/ Black Marker

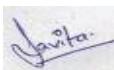
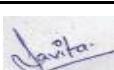
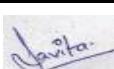
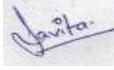
Assessment Scheme

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.