

Course Lesson Plan: Business Research Methods

Course Layout

Week 1: Introduction to Business Research

- **Episode 1:** Meaning and Types of Research
 - **Episode 2:** Scientific Approach to Research in Physical and Management Sciences
 - **Episode 3:** Research and Theory Building
 - **Episode 4:** Ethical Issues in Business Research – Part 1: Overview of Ethical Considerations
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Week 2: Business Research Process & Ethics

- **Episode 5:** Ethical Issues in Business Research – Part 2: Strategies to Avoid Unethical Practices
 - **Episode 6:** Business Research Process
 - **Episode 7:** Problem Formulation
 - **Episode 8:** Research Proposal Writing
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Week 3: Research Design & Methodology

- **Episode 9:** Introduction to Research Design
 - **Episode 10:** Need, Criteria, and Types of Research
 - **Episode 11:** Techniques of Research Design
 - **Episode 12:** Descriptive Research Design
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Week 4: Experimental Research & Data Collection

- **Episode 13:** Experimental Research Design – Part 1
 - **Episode 14:** Experimental Research Design – Part 2
 - **Episode 15:** Methods of Data Collection – Primary & Secondary Sources
 - **Episode 16:** Primary Methods of Data Collection – Observation & Interview (Part 1)
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Week 5: Advanced Data Collection Techniques

- **Episode 17:** Primary Methods of Data Collection – Schedule, Questionnaire, Case Study & Survey (Part 2)
 - **Episode 18:** Qualitative Techniques of Data Collection – Part 1 (Observation & Content Analysis)
 - **Episode 19:** Qualitative Techniques of Data Collection – Part 2 (Focus Groups, Personal Interviews & Projective Techniques)
 - **Episode 20:** Questionnaire Designing
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Week 6: Measurement & Scaling Techniques

- **Episode 21:** Measurement and Scaling Techniques
 - **Episode 22:** Nominal, Ordinal, Interval, and Ratio Scale
 - **Episode 23:** Criteria for Good Measurement
 - **Episode 24:** Attitude Measurement
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Week 7: Sampling Methods & Techniques

- **Episode 25:** Introduction to Sampling and Steps in Sampling Process
 - **Episode 26:** Probability Sampling Techniques
 - **Episode 27:** Non-Probability Sampling Techniques
 - **Episode 28:** Statistics of Sampling
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Week 8: Hypothesis Formulation & Testing

- **Episode 29:** Formulation of Hypotheses
 - **Episode 30:** Testing of Hypotheses
 - **Episode 31:** Test of Significance
 - **Episode 32:** Editing, Coding, Classification, and Tabulation
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Week 9: Data Analysis Techniques

- **Episode 33:** Univariate Analysis – Part 1 (Measures of Central Tendency)

- **Episode 34:** Univariate Analysis – Part 2 (Measures of Dispersion and Skewness)
 - **Episode 35:** Bivariate – Correlation Analysis
 - **Episode 36:** Introduction to Multivariate Analysis
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Week 10: Research Reporting & Presentation

- **Episode 37:** Chi-Square Test of Significance
 - **Episode 38:** Research Report Writing
 - **Episode 39:** Guidelines for Report Writing
 - **Episode 40:** Components of Research Reports
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This structured lesson plan ensures a comprehensive understanding of **Business Research Methods** through theoretical concepts, practical applications, and statistical tools. Would you like to add interactive elements like quizzes, case studies, or real-world research examples?