Bharati College

 **(University of Delhi)**

Janak Puri, Delhi- 100058

[www.bharaticollege.du.ac.](http://www.bharaticollege.du.ac.)in

Lesson Plan (SEC, Semester IV, January to May 2023)

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| **Name of Teacher** | Dr. Rajni | **Department** | \_\_\_\_Commerce\_\_\_\_\_\_\_\_\_\_\_ |
| **Course** | B.Com (H) | **Semester** | IV |
| **Paper** | Business Research Methods and Analytics | **Academic Year** | 2022-23 |
| **Learning Objectives** |
| The course provides basic understanding of business research and analytics. Primary objective of this course is to orient and develop a research acumen among students and also to acquaint them with fundamentals of research. It also aims to equip the students with analytical skills to enhance business decision making in real life situations |
| **Learning Outcomes**After completing the course, the student shall be able to:CO1: understand meaning and scope of business research.CO2: familiarize with research terminologies and various types of research design. CO3: get an insight into various scaling techniques and sources of data collection. CO4: get acquainted with various techniques of data analysis and its implications. CO5: have basic learning of analytics in business. |
| **Lesson Plan** |
| **Week No.** | **Theme/Curriculum** | **Any Additional Information** |
| Week 1-2Week 3 | Unit 1* 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.
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| Week 4-5Week 6 | Unit 2* Proposition and hypothesis, concept and construct, attribute and variable, theory and model, induction and deduction approach,
* research design and types (exploratory, descriptive and experimental)
 | Allocation of Assignment from Unit 1. Last date of Submission 20 Feb |
| Week 7Week 8Week 9Week 10 | Unit-3* 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.
 | Allocation of assignment of Writing Research Paper. Last date of Submission of research paper is 1 week of April |
| Week 11Week 12Week 13 | Unit -4* 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.
 | Class Test from unit 1 and unit 2 in 25 March |
| Week 14Week 15 | Unit-5* 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.
 |  Submission of Research paper and Presentation of Research Paper |
| References* Bryman, A., Bell, E. and Harley, B. (n.d.). *Business research methods*, Oxford University Press.
* Dangi, H., Dewan, S., *Business research methods*, Cengage Learning India Pvt. Ltd.

Additional Resources* Albright, S.C., Wayne, L., Winston, W.L., *Business Analytics: Data Analysis and Decision making (5th edition)*, Cengage Learning Limited.
* Lawrence Neuman, W., *Social Research Methods: Quantitative and Qualitative Approaches*, Pearson
* Pattern, M.L., Newhart, M., *Understanding Research Methods: An Overview of the Essentials*, Routledge
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| **Online Resources (If Any)** |  |
| **Assignment and Class Test Schedule for Semester** | Link the assignment and Test (optional) |