

LESSON PLAN

Name of Assistant Professor: Dr Sandeep Kumar

Class: BMC 6th Semester Group 3

Subject: **Research Methodology (P)**

Lesson Plan: From January 2020 to April 2020

Week 1 01.01.2020-04.01.2020	Communication research: Meaning & Concept
Week 2 06.01.2020-11.01.2020	Scope and importance of communication research
Week 3 13.01.2020-18.01.2020	Development of Media Research
Week 4 20.01.2020-25.01.2020	Ethics of Media Research
Week 5 27.01.2020-01.02.2020	Research Process
Week 6 03.02.2020-8.02.2020	Research Method: Survey, Interview
Week 7 10.02.2020-15.02.2020	Revision, Class Test
Week 8 17.02.2020-22.02.2020	Research Design – Experimental, Descriptive, Exploratory
Week 9 24.02.2020-29.03.2020	Sampling Method– Probability and Non- Probability
Week 10 02.03.2020-07-03-2020	Primary and Secondary data
Week 11 09.03.2020-14.03.2020	KUK Vacation
Week 12 16.03.2020-21.03.2020	Data Collection Tools
Week 13 23.03.2020-28.03.2020	Questionnaire Preparation, Research Questions
Week 14 30.03.2020-04.04.2020	Writing research report
Week 15 06.04.2020-11.04.2020	Analysis and interpretation of data
Week 16 13.04.2020-18.04.2020	Basics of Research Writing
Week 17 20.04.2020-25.04.2020	Role of computer in communication research
Week 18 27.04.2020-30.04.2020	Revision, Class Test