

## LESSON PLAN

Name of Assistant Professor: Dr. Tanjum Kamboj

Class: BMC 6th Semester Group 3

Subject: **Research Methodology (P)**

Lesson Plan: From January 2020 to April 2020

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