Module Title: Research Methods and Skills
Module Code: B3192
Level: BAIHTM – 7th Semester…Lesson Plan

S.No.	Unit	Topic/Activities
1	Introduction to Research	- Concept of Scientific Research - Characteristics of Research - Pure vs Applied Research - Qualitative vs Quantitative Research
2	Research Process	- Identification of Research Problem - Setting Research Objectives - Literature Review - Research Design and Methodology - Data Analysis - Conclusion
3	Literature Review	- Importance of Literature Review 5C's of Literature Review: Cite, Compare, Contrast, Critique, Connect - Literature Review vs Essay - Do's and Don'ts of Literature Review
4	Methodology	- Concept of Research Methodology - Methodology vs Methods - Inductive vs Deductive Methodology
5	Methods of Data Collection	- Sources of Data Collection - Primary vs Secondary Source

		• Data Gathering Tools: Interviews, Focus Group Discussions, Surveys • Pros and Cons of various Data Gathering Instruments • Concept of Sampling and its types: Probability and Non-Probability Sampling
6	Data Analysis	• Qualitative Data Analysis (Thematic Analysis .Content Analysis) • Quantitative Data Analysis (Correlation and Regression Analysis) • Measures of Central Tendency • Four Scales of Measurement: Nominal, Ordinal, Ratio and Interval
7	Research Ethics	• Concept of Research Ethics • Ethical Issues in Research: Anonymity, Confidentiality, Informed Consent