

Semester Lecture Plan

Name of the college: Government college of Arts , Science and Commerce Sanquelim Goa							
Name of Faculty: Ms. Sonali Surya Naik		Subject: Primary Survey and Analysis					
Paper code: ECO 211		Program/Course: B.A			Division:		
Academic year: 2024-2025		Semester: III			Total Lectures: 45		
Course Objectives: To introduce to the students a set of principles of primary survey design that is the basis of standard practices in the research field. Basic statistical concept and have exposure to elements of social science perspectives on human behavior.							
Course Learning Outcome: At the End of the course, students will be able to: The students will be able to undertake primary data collection, design a questionnaire, learn to pre-test and design a sample for data collection and able to store and archive data.							
Month	Lectures From: To:		No. of lectures allotted	Topic, Subtopic to be covered	Exercise/Assignment	ICT Tools	Reference books
JULY	8 <sup>th</sup> July	13 <sup>th</sup> July	05	UNIT 1 Background of Primary Survey Introduction to survey methodology and meaning of Primary Survey Steps of Primary Survey.		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
JULY	15 <sup>th</sup>	20 <sup>th</sup>	05	Process of Primary Survey		SmartScreen,	Dr. O.R. Krishnaswami and

	July	<sup>h</sup> July		Key concepts of Primary Survey		PowerPoint presentation	Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Principles of Primary Survey quality.			
JULY	22 <sup>th</sup> July	27 <sup>th</sup> July	05	Types of Primary Survey		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Importance of Primary Survey			
				limitation of Primary Survey.			
JULY	29 <sup>th</sup> July	3 <sup>rd</sup> August	02	Unit 2. Difference between Probability Sampling and Non-Probability Sampling		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Non probability sampling: Convenience sampling, Quota sampling.			
AUGUST	5 <sup>th</sup> August	10 <sup>th</sup> August	02	Non probability sampling: Self-Selection Sampling and Snowball Sampling.		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Non probability sampling: Purposive sampling, Judgmental sampling and Accidental sampling.			
AUGUST	12 <sup>th</sup> August	17 <sup>th</sup> August	02	Characteristics of Good Sample.		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Modes of Data Collection			

AUG UST	19 <sup>th</sup> August	24 <sup>th</sup> August	02	Importance of size of s sample.		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Non Samplin error			
AUG UST	26 <sup>th</sup> August	31 <sup>st</sup> August	02	Unit 3 Questionnaire design		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Techniques for designing questionnaires (logical sequence, good wording, write a clear layout, a reasonable length)			
SEPT EMB ER	2 <sup>nd</sup> September	7 <sup>th</sup> September	02	Types of questions (open ended and close ended)		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Types of questions (qualitative and quantitative)			
SEPT EMB ER	9 <sup>th</sup> September	14 <sup>th</sup> September	02	Sample survey/questionnaire		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
				Sample survey/questionnaire (personal demographics, organization/management related)			
SEPT EMB ER	16 <sup>th</sup> September	21 <sup>st</sup> September	02	Sample survey/questionnaire (customer taste and preferences related towards the goods and services).		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.

SEPT EMBER	23 <sup>rd</sup> September	28 <sup>th</sup> September	02	Unit 4  Definition of central tendency		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
SEPT EMBER	30 <sup>th</sup> September	5 <sup>th</sup> October	02	Characteristics of central tendency		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
OCTO BER	7 <sup>th</sup> October	12 <sup>th</sup> October	02	Types of measures of central tendency (mean, median, mode)		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.
OCTO BER	14 <sup>th</sup> October	19 <sup>th</sup> October	02	Relationship between mean, median and mode		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and

							Techniques.
OCTO BER	21 <sup>st</sup> October	22 <sup>nd</sup> October	02	Relationship between mean, median and mode		SmartScreen, PowerPoint presentation	Dr. O.R. Krishnaswami and Dr. M. Ranganatham. Research Methodology in Social science, C.R. Kothari and Gaurav Garg Research Methodology methods and Techniques.

Component	Max Marks
ISA 1	7.5 marks
ISA 2	7.5 Marks
ISA 3	7.5 Marks
Total ISA Marks	15 Marks
Practical	25 Marks
Semester End Exam	60 Marks

