

CURRICULUM PLANNER

PROGRAMME NAME	BAP AECC (2)
COURSE NAME	PUBLIC OPINION AND SURVEY RESEARCH
SEMESTER	IV
SEMESTER DURATION	JANUARY TO APRIL

Week	Topic(s)	Teaching Methodology Adopted/ Continuous Internal Evaluation
1	Introduction to Syllabus; Definition and characteristics of Public Opinion; Conceptions and Characteristics	Introduction; Classroom discussion; Lecture Method
2	Role of public opinion in democratic system; Uses for Opinion Poll	Power Point presentation; Audio-visual method
3	Measuring Public Opinion with Surveys: Representation and Sampling	Lecture method; Interactive Teaching method; Brainstorming
4	a. What is sampling? Why do we need sample? Sample design	Power Point presentations; Lecture Method; Discussion method; Stimulated Classroom environment; Remedial Classes for slow learners
5	b. Sampling Error and non-response	Power Point Presentation; Lecture method; Interactive method; Discussion; Class Test
6	c. Types of Sampling	Power Point Presentation; Lecture method; Debate and discussion
7	c. Types of Sampling	Power Point Presentation; Audio-visual method; Classroom discussion; Assignment; Revision
8	Survey Research: Interviewing	Interactive Teaching method; Classroom discussion; Group tasks; Conduction of interviews by students
9	Questionnaire	Interactive Teaching; Debate and discussion; Online surveys through apps and email by students
10	Quantitative Data Analysis a. Introduction to quantitative data research	Power point presentation; Lecture Method; Internal Exam; Assignment
11	MID SEMESTER BREAK	
12	b. Correlation research; Causation and Prediction	Power point presentation; Lecture method; Revision; Remedial classes for slow learners
13	Descriptive and Inferential Statistics	Power point presentation; Lecture method; Interactive discussions; Revision
14	Interpreting Polls, Prediction in Polling research, Politics of Interpreting polling	Lecture method; Interactive; Audio-Visual method; Online videos and data; Revision