



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IBP3209

Course Title: Research Method for Business

Credits : 3(2-2-5)

Program: International Business International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 1 Academic Year : 2020

Section 1 General Information

1. Code and Course Title :

Course Code: IBP3209

Course Title (English): Research Method for Business

Course Title (Thai): วิธีวิจัยสำหรับธุรกิจ

2. Credits : 3(2-2-5)

3. Curriculum and Course Category :

3.1 Curriculum: Business Administration

3.2 Course Category:

General Education

Required Course

Elective Course

Business Core Course

4. Lecturer Responsible for Course and Instructional

Course Lecturer (s) :

4.1 Lecturer Responsible for Course:

Assoc.Prof.Chaweewan Kaewsaiha

4.2 Instructional Course Lecturer:

Assoc.Prof.Chaweewan Kaewsaiha

5. Contact/Get in Touch

Room Number: 303

Tel. 081-484-4361

E-mail: chaweewan.ka@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2020

6.2 Number of the students enrolled 15 students

7. Pre-requisite Course (If any)

Course Code: - None-

8. Co-requisite Course (If any)

Course Code: - None -

9. Learning Location

SSRUIC Nakhon Pathom Education Center Room Number: 200

Thursday 9.00 – 12.00

10. Last Date for Preparing and Revising this Course:

July, 2020

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the students will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

(1) The ability to deliver or to complete a required task at or the appointed time;

(2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold;

(3) The ability to make business decisions according to moral concepts and judgments.

1.2 Knowledge

(1) The ability to understand business theories and solve case studies,

(2) The ability to analyze and solve real practical problems and issues,

(3) The ability to apply business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use business statistical methods in market analysis.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

To support student's knowledge and skills in 21st Century contexts.

Section 3 Characteristics and Operation

1. Course Outline

(English) Research questions formulating, reviewing the literature, quantitative and qualitative research methods, research process, sampling design, designing questionnaires, data collection and analysis, the use of software program to analyze data, and research report writing.

(Thai) การตั้งคำถามวิจัย การทบทวนวรรณกรรม วิธีวิจัยเชิงปริมาณและเชิงคุณภาพ กระบวนการวิจัย การออกแบบการสุ่มตัวอย่าง การออกแบบแบบสอบถาม การรวบรวมและการวิเคราะห์ข้อมูล การใช้ซอฟต์แวร์ในการวิเคราะห์ข้อมูล และการเขียนรายงานวิจัย

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work	Self-Study	Remedial Class
2 hours/week	2 hours/week	5 hours/week	-

3. Time Length per Week for Individual Academic Consulting and Guidance

3.1 Self consulting at the lecturer's office: Room Number 303
International College Building, Nakhon Pathom Education Center,
Mon. 9.00 – 16.00

3.2 Consulting via office telephone/mobile phone: 081-484-4361

3.3 Consulting via E-Mail: chaweewan.ka@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line) -

3.5 Consulting via Computer Network (Internet/Web board)

Lecturer's website: www.elic.ssru.ac.th/chaweewan_ka

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time;
- (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold;
- (3) The ability to make business decisions according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students reminds other team members to be on time;
- (2) Provide an example of integrity in classroom such as no plagiarism;
- (3) Provide a case study that explains business ethics.

1.3 Assessment Strategies

- (1) Check student attendance every class;
- (2) Evaluate from the number of students who concern about preventing plagiarism in their assignments.
- (3) Evaluate students' responsibility on their participation in group projects

2. Knowledge

2.1 Knowledge to be developed

- (1) The ability to understand business theories and solve case studies;

- (2) The ability to analyze and solve real practical problems and issues;
- (3) The ability to apply business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning techniques;
- (3) Invite guest speakers who are expert in real business and business regulation.

2.3 Assessment Strategies

- (1) Pop-quiz, midterm, and final examination;
- (2) A group projects;
- (3) Class presentations.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research;
- (2) Self-studying and sharing information with others;
- (3) The ability to find original solution and their own method.

3.2 Teaching Strategies

- (1) Group and individual research and presentations;
- (2) Participate in real intergroup and interpersonal competitions;
- (3) Problem-based learning.

3.3 Assessment Strategies

- (1) Group and individual research and presentations;

- (2) Participate in real intergroup and interpersonal competitions;
- (3) Problem-based learning.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn;
- (2) The ability to use adequate method for interpersonal communication and discussion;
- (3) The ability to create some business ideas and to have leadership skills.

4.2 Teaching Strategies

- (1) Implement student center learning method and problem-based learning;
- (2) Encourage students to work together in small groups;
- (3) Implement business manner practices and social skills.

4.3 Assessment Strategies

- (1) Assess students' participation in teamwork;
- (2) Observe students business manner and social skills;
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) The ability to create some business ideas and to have leadership skills;

- (2) The ability to use statistics data to solve business problems;
- (3) The ability to use business statistic methods in market analysis.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics to solve business problems;
- (2) Encourage students to use statistics and ICT in research and projects conduction;
- (3) Encourage students to actively use ICT and social media in daily life.

5.3 Assessment Strategies

- (1) Evaluate the correct application of statistics to solve problems;
- (2) Evaluate effectiveness of ICT usage in research and presentations;
- (3) Evaluate their ability to use software and application in their work and studies.

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.
(Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
1	<p>Course Introduction</p> <p>-Course outlines, learning activities, and assessment</p> <p>Chapter 1 Introduction to Business Research</p> <p>-The Meaning of Research</p> <p>-Business Research</p> <p>-Importance of Research in Business</p>	3 - 4	<p>1. Introduce students to the Course Specification (TQF 3). Each student can download TQF 3 from lecturer's website: chaweewan.ka@ssru.ac.th;</p> <p>2. Students are separated into groups of three or individual to read guided notes and know what research and business research are, and why they are important in both business and academic setting.</p>	Assoc.Prof.Chaweewan
2	<p>Chapter 2 Roles of Research in Business</p> <p>- Objectives of Business Research</p> <p>- Types of Research—Qualitative</p>	3 - 4	<p>1. Apply case study approach to allow the students identify the objectives of business research;</p> <p>2. Introduce types of research by using</p>	Assoc.Prof.Chaweewan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
	Research and Quantitative Research		research paper from the journal related to business.	
3 - 6	Chapter 3 Research Process 3.1 Define research problem 3.2 Review the Literature: concepts and theories 3.3 Formulate Hypotheses 3.4 Design Research 3.5 Collect Data 3.6 Analyze Data 3.7 Interpret and Report	12 - 16	1. Introduce the research process using PowerPoint 2. Synthesis research about business focus on research process: Week 3—3.1, Week 4—3.2 and 3.3, Week 5 —3.4 and 3.5, Week 6—3.6 and 3.7. 3. Assign students select research paper related to business from websites for providing ‘Title of Research’.	Assoc.Prof.Chaweewan
7	Chapter 4 Review the Literature - Theoretical framework - Elements of research design	3 - 4	1. Introduce theoretical framework to support research design 2. Student presents selected ‘Title of	Assoc.Prof.Chaweewan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
	- Definition of Terms		Research' 3. Students work in small groups discuss about their selected research paper focus on theoretical framework, research design, and definition of terms	
8	Midterm	3	Paper examination to assess students' knowledge and skills.	Assoc.Prof.Chaweewan
9	Chapter 5 Hypothesis Development - Definition of hypothesis - Statement of hypothesis format	3 - 4	1. Introduce definition and statement of hypothesis format; 2. Students are separated into groups of three or individual present the selected research paper about statement of hypothesis.	Assoc.Prof.Chaweewan
10	Chapter 6 Research Conceptual Framework - Variables: Independent and dependent variables	3 - 4	1. Introduce how to plan for research conceptual framework; 2. Investigate types of variables and measurement of variables: nominal scale,	Assoc.Prof.Chaweewan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
	- Measurement of variables		ordinal scale interval scale, and ratio scale; 3. Students are separated into groups of three to determine examples of collected data in research paper related to business.	
11	Chapter 7 Data Collection Methods - Primary and secondary sources - Data collection: interview, questionnaire and survey, and others	3 - 4	1. Introduce the different between data and information and types of data and information; 2. Study different types of data collection by using research paper related to business.	Assoc.Prof.Chaweewan
12	Chapter 8 Analyzing Data and Interpreting Result - Analyzing data - Interpreting result - Interpret and report	3 - 4	1. Introduce analyzing data and interpreting result using software; 2. Investigate the method of analyzing data and interpreting result by using research paper from the journal related to business.	Assoc.Prof.Chaweewan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
13	Chapter 9 Population and Sampling Techniques	3 - 4	<ol style="list-style-type: none"> 1. Introduce the meaning for population and sample used in research; 2. Study sampling techniques and confidence in determining sample size; 3. Identify population, sample, and sample techniques used in selected research paper. 	Assoc.Prof.Chaweewan
14-16	Chapter 10 Basic Research Proposal <ul style="list-style-type: none"> - Title and abstract - Introduction - Theoretical Context/Literature Review - Research Question/Goal - Research Methodology - Conclusion - Appendices 	9 -12	<ol style="list-style-type: none"> 1. Students are separated into groups of three select interesting title by themselves that accurately and concisely; 2. Students study the example of abstract that briefly outline what research is about; 3. Students provide a brief overview of the project. For example, explain the important or worth to do this research and the purposes of the research; 4. Students provide a brief overview of 	Assoc.Prof.Chaweewan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
	- References Ethic and Quality of Research		academic literature (journal articles, books, etc.) that is relevant to the research. 5. Students articulate the goal or driving question what the researcher wants to study or hopes to find; 6. Students demonstrate how they are going to carry out the research include research instruments, research design, data collecting and statistics for analyzing data; 7. Students interpret results and make conclusion connect to major goals. 8. Student writes research report and article to be published in journal or present in domestic/international conference.	
17	Final Examination	3	Paper examination to assess students' knowledge and skills.	Assoc.Prof.Chaweewan

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) The ability to deliver or to complete a required task at or the appointed time;</p> <p>(2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold;</p> <p>(3) The ability to make business decisions according to moral concepts and judgments.</p>	<p>(1) Class attendance, class participation, and behavior in class;</p> <p>(2) On-time submission of report and assignments and their quality; and</p> <p>(3) Students' contribution on group assignments.</p>	Throughout Semester	5%
2	<p>Knowledge</p> <p>(1) The ability to understand business theories and solve case studies;</p> <p>(2) The ability to analyze and solve real practical</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p>	At the end of each chapter, Week 8 and	40%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	problems and issues; (3) The ability to apply business knowledge integrated with other disciplines.	(3) Assignment	Week 15	
3	Cognitive Skills (1) The ability to gather and summarize information, and conduct research; (2) Self-studying and sharing information with others; (3) The ability to find original solution and their own method.	(1) Quizzes (2) Midterm and final examination (3) Assignment	At the end of each chapter, Week 8 and Week 15	30%
4	Interpersonal Skills and Responsibilities (1) The ability to have two responsibilities; they learn for themselves and help group member to learn;	(1) Students' contribution and behavior in group	Throughout Semester	5%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	<p>(2) The ability to use adequate method for interpersonal communication and discussion;</p> <p>(3) The ability to create some business ideas and to have leadership skills.</p>	<p>assignments; and</p> <p>(2) Class presentation</p>		
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) The ability to use basic ICT skills and apply them to daily life;</p> <p>(2) The ability to use statistics data to solve business problems;</p> <p>(3) The ability to use business statistic methods in market analysis.</p>	<p>(1) Assignments;</p> <p>(2) Presentation; and</p> <p>(3) Observe from students' use of English and/or other language in discussing with other students and</p>	<p>Throughout Semester</p>	<p>20%</p>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
		lecturers as well as in presenting in front of the class.		

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Course materials provided by the lecturers

2. Important Documents for Extra Study

Video presentation from YouTube

3. Suggestion Information (Printing Materials/Website/CD/Others)

3.1 Research articles related to business retrieved from search engines (e.g. Google) and YouTube videos.

Suggested keywords: Research in Business, Basic Research Proposal

3.3 Lecturer website: Course materials:

http://www.elic.ssru.ac.th/chaweewan_ka/course/view.php?id=28

3.4 Lecture website: Research paper format:

http://www.elic.ssru.ac.th/chaweewan_ka/mod/page/view.php?id=7

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- 1) The lecturer is well prepared for class sessions.
- 2) The lecturer answers questions carefully and completely.
- 3) The lecturer uses examples to make the materials easy to understand.
- 4) The lecturer stimulated interest in the course.
- 5) The lecturer made the course material interesting.
- 6) The lecturer is knowledgeable about the topics presented in this course.
- 7) The lecturer treats students respectfully.
- 8) The lecturer is fair in dealing with students.
- 9) The lecturer makes students feel comfortable about asking question.
- 10) Course assignments are interesting and stimulating.
- 11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to approval assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	● Major Responsibility									○ Minor Responsibility					
Course Category: Business Core Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IBP3209 Course Title: Research Method for Business	●	○	○	○	○	●	●	○	○	●	●	○	○	○	●