



TQF.5 Course Report

Course Code: IBP3205

Course Title: Research Method for Business

Credits: 3(2-2-5)

Semester /Academic Year: 1/2021

Students: Bachelor of Arts (International Business)

Lecturer: Assoc.Prof.Chaweewan Kaewsaiha

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Course Report

Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: College of Hospitality Industry Management

Section1: General Information

1. Course Code and Title: IBP3209

2. Pre-requisite (if any): None

3. Faculty Member(s) Teaching the Course and Sections

Assoc.Prof.Chaweewan Kaewsaiha

Thursday 13.00-16.00

Semester and Academic Year

Semester 1, Academic Year 2021

4. Venue

College of Hospitality Industry Management, Suan Sunandha
Rajabhat University (Salaya Campus)

Section 2: Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Course Introduction - Course Outline - Grading Criteria Chapter 1: Introduction to Business Research - The Meaning of Research - Business Research - Importance of Research in Business	Online (Week 1)	Online (Google Meet)	-

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Chapter 2: Roles of Research in Business <ul style="list-style-type: none"> - Objectives of Business Research - Types of Research— Qualitative Research and Quantitative Research 	Online (Week 2)	Google Meet	-
Chapter 3: Research Process <ul style="list-style-type: none"> - Define Research Problem - Review the Literature: Concepts and Theories - Formulate Hypothesis - Design Research - Collect Data - Analyze Data - Interpret and Report 	Online (Week 3-6)	Google Meet	-
Chapter 4: Review the Literature <ul style="list-style-type: none"> - Theoretical Framework - Elements of Research Design - Definition of Terms 	Online (Week 7)	Google Meet	
Online Midterm Examination (Week8)			Cancelled onsite midterm examination during COVID-19 pandemic
Chapter 5: Hypothesis Development <ul style="list-style-type: none"> - Definition of Hypothesis - Statement of Hypothesis Format 	Online/On Demand (Week 9)	Google Meet	-
Chapter 6: Research Conceptual Framework <ul style="list-style-type: none"> - Variables: Independent and Dependent Variables - Measurement of Variables 	Online (Week 10)	Google Meet	-
Chapter 7: Data Collection Methods <ul style="list-style-type: none"> - Primary and secondary sources 	Online/On Demand (Week 11)	Google Meet	-

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
- Data collection: interview, questionnaire and survey, and others			
Chapter 8: Analyzing Data and Interpreting Result - Analyzing data - Interpreting Result Interpret and report	Online/On Demand (Week 12)	Google Meet	-
Chapter 9: Population and Sampling Techniques	Online/On Demand (Week 13)	Google Meet	-
Chapter 10: Basic Research Proposal - Title and abstract - Introduction - Theoretical Context/Literature Review - Research Question/Goal - Research Methodology - Results - Conclusion and Discussion - References Appendices	Online/On Demand (Week 14-16)	Google Meet	Submit research report attached VDO.
Final Examination (Week 17)			

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Morals and Ethics	Case study and group discussion	✓	-	-
2. Knowledge	Problem-Based and Cooperative Learning	✓	-	-
3. Cognitive Skills	Problem-Based, Inquiry-based and Internet-baes Learning	✓	-	-
4. Interpersonal Skills and Responsibilities	Individual Research Progression Presentation	✓	-	Lecturers prepared wrap-up activities to check students' attendance.
5. Numerical Analysis, Communication and Information Technology Skills	Case Study and Internet-Based Learning	✓	-	Using outside resources to enhance experiences in data analysis, interpret and writing the research report with VDO presentation.

4. Suggestions for Improving Teaching Methods

Using problem solving and ICT-based approach as teaching strategies.

Section 3: Course Outcomes

1. Number of registered students: 11 students
2. Number of students at the end of semester: 11 students
3. Number of students who withdrew (W): none
4. Grade distribution

Grade	No. of students	Percentage
A	6	54.55
A-	3	27.27
B+	2	18.18
B	0	0
B-	0	0
C+	0	0
C	0	0
C-	0	0
D+	0	0
D	0	0
D-	0	0
F	0	0
Incomplete (I)	0	0
Total	11	100

5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

- 6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
Using online test / take home test according to academic announcement.	COVID 19 pandemic

- 6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
Using online test / take home test according to academic announcement.	COVID 19 pandemic

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
Program Committee Approval	Approved

Section 4: Problems and Impacts

1. Teaching and learning resources

Problem: Due to students were limited to use computer or mobile devices.	Impacts on students' learning: Some students could not connect the program, but the students can download lessons from lecturer's website.
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2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5: Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

Students had weaknesses in learning technical terms of education, especially in topics for assignments.

1.2 Faculty members' opinions on the comments in 1.1

Prepare more learning materials and activities.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

The lecturers have to prepare alternative assessment to evaluate students' progression involving learning outcomes of the course.

2.2 Faculty members' opinions on the comments in 2.1

Considerations of methods of teaching and evaluation for students' improvement.

Section 6: Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 1 Academic year 2020	Results of the plan implementation
Encourage students to practice English in summarize information from review literature and writing.	Improve students in summarizing information and using variety of data bases for business research.

2. Other improvements

Searching information for practicing English communication and designing concepts of self-development with technology from online database

3. Suggestions for improvement for Semester 1 Academic year 2022

Suggestions	Time Frame	Responsible person
Collecting more materials and activities	May 2022	Assoc. Prof. Chaweewan Kaewsaiha

4. Suggestions of faculty member(s) responsible for the course

Integrating critical thinking for business research.

Responsible Faculty Member/Coordinator:

Signature.....Submission Date.....

Chairperson/Program Director:

Signature.....Receipt Date