☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: DIB2208

Course Title: Research Methods

Credits: 3(2-2-5)

Programs: Digital International Business

Semester: 1   **Academic Year:** 2022

College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM, SSRU)

Section 1 - General Information

1. Course code and course title

Course code: DIB2208

Course title (English): Research Methods

ชื่อวิชา (ภาษาไทย): วิธีวิจัย

2. Credits

3(2-2-5)

3. Curriculum and course category

Curriculums: Bachelor of Business Administration

Course Category:

☐ General Education   ☑ Required Course

☐ Elective Course   ☐ Others: ……………

4. Lecturer

Lecturer responsible for this course: Dr.Pongrapee Kaewsaiha

Instructional course lecturer: Dr.Pongrapee Kaewsaiha

5. Contact

Room Number: 401   Tel.: 081-446-4238   Email: pongrapee.ka@ssru.ac.th

6. Semester/Academic year

Semester: 1   Academic Year: 2022

Number of enrolled students: 5

7. Pre-requisite course

None

8. Co-requisite course

None

9. Learning center

CHM Building, Nakhon-Pathom Campus

10. Last date for preparing and revising this course

August 2021

Section 2 - Aims and Objectives

1. Course aims

At the end of this course, students will reach the desired learning outcomes based on six domains, as mentioned in the curriculum specification (TQF2), as follows:

1.1 Morals and ethics

Learning outcomes to be developed

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

2) The ability to comply with rules, regulations, moral and societal standards,

3) The awareness of ethics in digital international business decisions and actions.

1.2 Knowledge

Learning outcomes to be developed

1) Obtain knowledge in business theories and concepts,

2) Analyze and solve real business practical problems and issues in the digital era,

3) Apply business knowledge integrated with other disciplines.

1.3 Cognitive skills

Learning outcomes to be developed

1) The ability to gather, research, and summarize information and knowledge,

2) Self-studying and sharing information with others,

3) The ability to find appropriate solutions for real business issues.

1.4 Interpersonal skills and responsibility

Learning outcomes to be developed

1) The ability to learn for themselves and help group members to learn,

2) The ability to use the appropriate method for interpersonal communication and discussion,

3) The ability to create business ideas and to have leadership skills.

1.5 Numerical analysis, communication, and information technology skills

Learning outcomes to be developed

1) The ability to use basic ICT skills and apply them to daily life,

2) The ability to use statistical data to solve business problems,

3) The ability to use data analytics to analyze business issues.

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 Operations

1. Course description

(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 and Internet technologies to collect and analyze data, and research report writing.

(ไทย) การกำหนดคำถามวิจัย การทบทวนวรรณกรรม วิธีการวิจัยเชิงปริมาณและคุณภาพ กระบวนการวิจัย การสุ่มตัวอย่าง การสร้างแบบสอบถาม การรวบรวมและวิเคราะห์ข้อมูล การใช้ซอฟต์แวร์และเทคโนโลยีอินเทอร์เน็ต เพื่อรวบรวมและวิเคราะห์ข้อมูล และการเขียนรายงานการวิจัย

2. Time length per semester (Lecture/Practice/Self-study hours)

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

3. Individual consulting and guidance

Self-consulting at the lecturer's office:

Room Number 401, CHM Building, Nakhon-Pathom Campus

Mon., 9 AM – 4 PM

Consulting via office telephone/mobile phone:

081-446-4238

Consulting via email:

pongrapee.ka@ssru.ac.th

Consulting via social media platform (Facebook/Twitter/Line):

Line

Consulting via Computer Network (Internet/Web board):

Moodle

Section 4 - Developing Students' Learning Outcomes

Expected students' learning outcomes are categorized into five domains, developed from curriculum specification (TQF2), as follows:

1. Morals and ethics

1.1 Learning outcomes to be developed

- 1) The ability to deliver or to complete a required task at the appointed time
- 2) The ability to comply with rules, regulations, moral and societal standards
- 3) The awareness of ethics in digital international business decisions and actions

1.2 Teaching strategies

1) Utilize assignments and projects to assess students' responsibility and morality

2) Provide examples of digital international business integrity in the classroom

3) Provide case studies that emphasize business ethics, digital ethics, and privacy

1.3 Assessment & evaluation strategies

1) Use attendance and participation as means of evaluation

2) Use assignments to assess students' responsibility

3) Evaluate students regarding moral misconduct

2. Knowledge

2.1 Learning outcomes to be developed

- 1) Obtain knowledge in business theories and concepts
- 2) Analyze and solve real business practical problems and issues in the digital era
- 3) 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 or organize a field trip

2.3 Assessment & evaluation strategies

1) Pop-quiz, midterm, and final examination

2) Term project

3) Class assignments

3. Cognitive skills

3.1 Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

3.2 Teaching strategies

1) Assign group or individual projects

2) Assign group discussion or seminar

3) Provide problem-based learning tasks

3.3 Assessment & evaluation strategies

1) Evaluate research report and presentation

2) Evaluate in-class activities using student involvement rubrics

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

4.2 Teaching strategies

1) Implement student center learning method and problem-based learning

2) Engage students in collaborative activities

3) Use cooperative learning techniques

4.3 Assessment & evaluation strategies

1) Assess students' participation in teamwork

2) Observe students' interpersonal communication and discussion

3) Evaluate students' business creativities and innovativeness from presentations or assignments

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

- 1) The ability to use basic ICT skills and apply them to daily life
- 2) The ability to use statistical data to solve business problems
- 3) The ability to use data analytics to analyze business issues

5.2 Teaching strategies

1) Assign activities that allow students to implement their ICT skills

2) Encourage students to use data analytics or statistics in assignments or projects conduction

5.3 Assessment & evaluation strategies

1) Evaluate ability to use ICT skills from students' assignments

2) Evaluate ability to use statistic data implemented in assignments or projects

3) Evaluate ability to use data analytics software and/or application in their work and studies

Remark: The symbol ● means "major responsibility."

The symbol ○ means "minor responsibility."

No symbol means "no responsibility."

Section 5 - Lesson Plan and Assessment

1. Lesson plan

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
1	**Course Introduction** - Course outlines - Grading criteria **Chapter 1**: Introduction - Importance of research in business - Basic Definitions - Basic & applied research - Case studies - Defining research problems & keywords	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students rejoin the live meeting for lesson wrap-up - (Homework) Students identify their fields of interest and submit first drafts of research problems/ keywords	- Presentation - Pre-recorded videos - Notes	- Attendance Record - Homework
2	**Chapter 2**: Methodology - Quantitative & qualitative research - Survey, experiment, and mixed-method	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students attempt an online quiz - Students rejoin the live meeting for lesson wrap-up - Finalize research problems	- Presentation - Pre-recorded video - Online quiz via MS Forms	- Attendance Record - Quiz - Assignment

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
3	**Chapter 3** Research design - Research framework - Population and sample - Variables & hypotheses	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students attempt an online quiz - Students rejoin the live meeting for lesson wrap-up	- Presentation - Pre-recorded video - Online quiz via MS Forms	- Attendance Record - Quiz
4	- Data collection - Planned data analysis	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students rejoin the live meeting for practice	- Presentation - Pre-recorded video - Worksheet	- Attendance Record - Assignment
5	**Chapter 4** Literature review - Searching scholarly papers on the internet - Evaluation of the data source quality - Synthesis matrix	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students analyze sample studies - Students attempt an online quiz - Students rejoin the live meeting for lesson wrap-up - (Homework) Finalize the research problems	- Presentation - Pre-recorded video - Online quiz via MS Forms - Worksheet	- Attendance Record - Quiz - Assignment

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
6	**Chapter 5** Writing a research proposal	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students rejoin the live meeting for practice	- Presentation - Pre-recorded video - Worksheet	- Attendance Record - Assignment
7	**Individual consultant**	Online/ On-demand	- Live meeting on DingTalk - Students submit first drafts of the research proposal	- Worksheet	- Activity report - Assignment
8	**Mid-term examination**				
9	**Chapter 6**: Research instrument - Developing and verifying research instrument - Ethics in data collection	Online/ On-demand	- Live meeting on DingTalk - Students practice developing an online questionnaire using MS Forms	- Worksheet	- Attendance Record - Assignment
10	**Chapter 7**: Performing data collection	Online/ On-demand	- Students perform data collection	- Worksheet	- Activity report
11	**Chapter 8**: Data analysis	Online/ On-demand	- Live meeting on DingTalk - Students perform data analysis of collected data	- Worksheet	- Attendance Record - Assignment

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
12	**Chapter 9**: Writing a research report	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students rejoin the live meeting for practice	- Presentation - Pre-recorded video - Worksheet	- Attendance Record - Assignment
13	**Chapter 10**: References	Online/ On-demand	- Live meeting on DingTalk - Students watch pre-recorded videos - Students rejoin the live meeting for practice	- Presentation - Pre-recorded video - Worksheet	- Attendance Record - Assignment
14 - 15	- Finishing a research report - Record a presentation	Online/ On-demand	- Students finish research reports - Students record presentations as video files and submit	- Presentation - Pre-recorded video	- Activity report - Final report and presentation
16 - 17	- Respond to questions - Finalize the research report	Online/ On-demand	- Students respond to questions raised by a committee - Students finalize research reports	- Question sheets	- Activity report

2. Learning assessment plan

Learning Outcomes	Assessment Activities	Schedule (Week)	Proportion for Assessment (%)
1.1, 1.2, 1.3	1) Attendance record 2) Activity report	1-17	10
2.1, 2.2, 2.3	1) Quiz	2, 3, 5	10
	2) Examination	8	20
3.1, 3.2, 3.3	1) Final report	14-17	20
4.1, 4.2, 4.3	2) Final presentation		20
5.1, 5.2, 5.3	Assignment	4-7, 9, 11-13	20

Section 6 - Learning and Teaching Resources

1. Textbook and main documents

Course materials provided by the lecturers

2. Important documents for extra study

Documents suggested by the lecturers

3. Suggested information (Printing Materials/Website/CD/Others)

Information retrieved from search engines (e.g., Google Scholar)

Section 7 - Course Evaluation and Revising

1. Strategies for course evaluation by students

Use the questionnaire to collect student opinions to consider in improving the course and curriculum. Questionnaire items are as follows.

1) The lecturer was well-prepared to teach the class.
2) The lecturer is always punctual.
3) The lecturer was dynamic and energetic in conducting the class, and the lecturer's explanations were clear.
4) The lecturer's teaching method is easy to follow and easy to understand.
5) The lecturer treated students equally and encouraged all students to participate in class.
6) The lecturer could involve students (stimulate thought, encourage students to ask questions and discussions, ask challenging questions, answer questions precisely).
7) It was easy to discuss and communicate with the lecturer after class.
8) Materials/Handouts are clear, high quality of materials used, and easy to understand.
9) Appropriateness and quality of Information and Communication Technology (ICT) used.
10) The overall level of satisfaction of the course conducted.

2. Strategies for course evaluation by the lecturer

The lecturer observes the class and collects immediate feedback from students.

3. Teaching revision

The lecturer revises the teaching and learning process based on the questionnaire results.

4. Feedback for achievement standards

CHM administrator committees monitor the assessment process and grading.

5. Methodology and planning for course review and improvement

1) Revise and develop course structure and process every two years.
2) Assign different lecturers to teach this course to enhance students' vision.

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

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication, and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
DIB2208 Research Methods	●	○	○	○	○	●	●	○	○	●	●	○	○	○	●

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Expected learning outcomes are combined for all types of instructional activities.