

## SYLLABUS

**Date / Revision** 05 Feb 2017 / 20 Aug 2017 / PP  
**Faculty** All Faculty  
**Study Programs** All Study Programs

### SUBJECT: Research Methodology

#### 1 Basic Information

<b>1.01</b>	<b>Subject Name</b>	<b>Research Methodology</b>
<b>1.02</b>	<b>Semester</b>	2
<b>1.03</b>	<b>Level</b>	1
<b>1.04</b>	<b>SKS</b>	2
<b>1.05</b>	<b>Mandatory / Curriculum</b>	D-02
<b>1.06</b>	<b>Subject Code</b>	RESC-4000
<b>1.07</b>	<b>Subject Code</b>	
<b>1.08</b>	<b>Year</b>	2017 (7)
<b>1.09</b>	<b>Quality Control</b>	Final Test, OFSE, see evaluation
<b>1.10</b>	<b>Limitations</b>	Min 12 and Max 32 students in one class
<b>1.11</b>	<b>Combined with</b>	01:AVI;
<b>1.12</b>	<b>Perquisite</b>	None
<b>1.13</b>	<b>Responsible</b>	Dean of Faculty
<b>1.14</b>	<b>Revision</b>	20-08-2017/pp

#### 2 Description of Subject

This course motivates students to introduce the concepts of scientific thinking to students in order to conduct research, which includes the drafting of the research, the formulation of the problem, a technique of extracting information, processing and analysis of data and communicate the results of such research

#### 3 Objectives

- the nature of research in social sciences
- the sources of research that can be used to conduct research
- the concepts and terminology related to research methodology

- the scientific thinking and critically analyze research results
- formulate research questions
- integrate qualitative and quantitative research approaches
- use SPSS in data processing research
- communication media extensively to convey (disseminate) information and research results to the managers

**4 Competency**

- After having the course, students are expected to:
- Ability to understand the nature of research in social sciences
  - Ability to identify the sources of research that can be used to conduct research
  - Ability to understand the concepts and terminology related to research methodology
  - Ability to frame the scientific thinking and critically analyze research results
  - Ability to identify and formulate research questions
  - the ability to understand and integrate qualitative and quantitative research approaches
  - Ability to use SPSS in data processing research
  - Ability to use communication media extensively to convey (disseminate) information and research results to the managers

**5 Learning Approach / Methodology**

- Lectures/ Class contact (time-tabled) supplemented with interactive questions and answers;
- Discuss and describe the solution of the problem in the company;
- Tutorial/Laboratory/Practice Classes: preview of materials, revision and/or reports writing;
- Student Study Effort: homework/assignment; preparation for test/quizzes/ examination.

**6 Evaluation**

<b>5.1</b>	<b>Absence maximum</b>	25%
<b>5.2</b>	<b>Participation in Discussion</b>	05 Points
<b>5.3</b>	<b>Homework / Classwork</b>	05 Points
<b>5.4</b>	<b>Presentation /Simulation</b>	10 Points
<b>5.5</b>	<b>Daily Quiz</b>	20 Points
<b>5.6</b>	<b>Final Examination</b>	60 Points
	<b>Total</b>	100 Points

**7 Text Book and Reference**

<b>1</b>	<b>Main Text Book:</b> Business Research Methods, 12th Edition, Coopers & Schlinder, McGraw-Hill/Irwin, ISBN # 978-007-35215-03
<b>2</b>	<b>Supplement Textbooks:</b> Hand-outs Journal articles

**8 Content / Topics of Lecture**

Week	Topics	Content	Remark
1	<b>Introduction to Business Research and Ethic in Business Research</b>	<ul style="list-style-type: none"> <li>Overview of Business Research</li> <li>Hierarchy of Information-Based Decision Makers</li> <li>The Research Process</li> <li>What Is Good Research</li> <li>What are Research Ethics</li> <li>Ethical Treatment of Participant</li> <li>Ethics and Sponsor</li> <li>Research and Team Members</li> </ul>	Chapter 1 & 2  Group formation  Homework
2	<b>Thinking Like a Researcher and The Research Overview</b>	<ul style="list-style-type: none"> <li>The Language of Research</li> <li>Research and Scientific Method</li> <li>The Research Process</li> <li>Research Process Issues</li> </ul>	Chapter 3 & 4  Group discussion
3	<b>Clarifying The Research Question</b>	<ul style="list-style-type: none"> <li>A Search Strategy for Exploration</li> <li>Mining Internal Sources</li> <li>The Question Hierarchy</li> </ul>	Chapter 5  Group discussion
4	<b>Research Design</b>	<ul style="list-style-type: none"> <li>What is Research Design</li> <li>Exploratory Studies</li> <li>Descriptive Studies</li> <li>Casual Studies</li> </ul>	Chapter 6  Group discussion  <b>Quiz 1</b>
5	<b>Qualitative Research</b>	<ul style="list-style-type: none"> <li>Qualitative versus Quantitative</li> <li>The Process of Qualitative</li> <li>Combining Qualitative Methodologies</li> <li>Merging Qualitative and Quantitative Methodologies</li> </ul>	Chapter 7  Group discussion & Homework
6	<b>Observation Studies</b>	<ul style="list-style-type: none"> <li>The Uses of Observation</li> <li>Evaluation of The Observation Method</li> <li>Conducting an Observation Study</li> <li>Unobtrusive Measure</li> </ul>	Chapter 8  Group discussion
7	<b>Experiments</b>	<ul style="list-style-type: none"> <li>What is Experiments</li> <li>An Evaluation of Experiments</li> <li>Conducting an Experiments</li> <li>Validity in Experimentation</li> <li>Experimental Design</li> </ul>	Chapter 9  <b>Quiz 2</b>
<b>8</b>	<b>Semester Breaks: make-up classes only</b>		

Week	Topics	Content	Remark
9	Survey	<ul style="list-style-type: none"> <li>Characteristics of the Communication Approach</li> <li>Self-administered surveys</li> <li>Survey via Telephone Interview</li> <li>Survey via Personal Interview</li> <li>Selecting an Optimal Survey Method</li> </ul>	<p>Chapter 10</p> <p>Group discussion</p> <p>Homework</p>
10	The Sources and Collection of Data	<ul style="list-style-type: none"> <li>The Nature of Measurement</li> <li>Measurement Scale</li> <li>Source of Measurement Differences</li> <li>The Characteristics of Good Measurement</li> <li>Selecting a Measurement Scale</li> <li>Rating Scale</li> <li>Ranking Scale</li> <li>Sorting</li> <li>Cumulative Scale</li> </ul>	<p>Chapter 11-12</p> <p>Group discussion</p>
11	Questionnaire, Instrument and Sampling	<ul style="list-style-type: none"> <li>Revisiting the Research Question Hierarchy</li> <li>Constructing and Refining the Measurement Question</li> <li>Drafting and Refining Instruments</li> <li>Steps in Sampling Design</li> <li>Probability Sampling</li> <li>Non-probability Sampling</li> </ul>	<p>Chapter 13-14</p> <p>Group discussion</p>
12	Analysis Data	<ul style="list-style-type: none"> <li>Data Preparation and Description</li> <li>Exploring, Displaying and Examining Data</li> <li>Hypothesis Testing Data</li> <li>Measure Association</li> </ul>	<p>Chapter 15&amp; 18</p> <p>Group discussion</p> <p>Class work</p> <p><b>Quiz 3</b></p>
13	Multivariate Analysis	<ul style="list-style-type: none"> <li>Introduction</li> <li>Selecting Multivariate Technique</li> <li>Dependency Techniques</li> <li>Interdependency Technique</li> </ul>	<p>Chapter 19</p> <p>Group discussion</p> <p>Class work</p>
14	Presenting	<ul style="list-style-type: none"> <li>Presenting Insight and Finding: Written and Report</li> <li>Presenting Insight and Finding: Oral Presentation</li> </ul>	<p>Chapter 20-21</p> <p>Group discussion</p> <p>Class work</p>
15	Review		<b>Quiz 4</b>
16	<b>Silent Week: make-up classes only</b>		
17-18	Final Examination	All Chapters	