
SYLLABUS

Date/ Revision : February 15, 2017
Faculty : Business and Social Sciences
Approval : Dr. Samuel Prasetya

SUBJECT: BUSINESS RESEARCH METHOD

1. Identification of Subject:

Name of Subject : Business Research Method
Code of Subject : MGT-4100
SKS/ECTS : 2/4
Semester : 6
Study Program : B-MGT/B-IBA/B-HTM
Lecturer(s) : Dr. Wiryawan, Dr. Satiri, Dr. I Made Artika, Dr. Firdaus Basbeth, Dr (cand) Wulan, MBA, Dr (cand) Widya Granita & Dr. Samuel Prasetya

2. Competency

After having the course, students are expected to:

- a) Ability to understand the nature of research in social sciences
- b) Ability to identify the sources of research that can be used to conduct research
- c) Ability to understand the concepts and terminology related to research methodology
- d) Ability to frame the scientific thinking and critically analyze research results
- e) Ability to identify and formulate research questions
- f) the ability to understand and integrate qualitative and quantitative research approaches
- g) Ability to use SPSS in data processing research
- h) Ability to use communication media extensively to convey (disseminate) information and research results to the managers
- i) This subject is run parallel to the subject of "Research Methodology" to provide both sides of the theory and the actual data processing

3. 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

4. Learning Approach

Approach : Combination of Expository - inquiry and collaborative
Method : Discussions, questions/answers, sample problems/cases, group works
Student Task : Homework, presentation
Media : LCD projector

5. Evaluation

- a) Absence maximum : 25%

- b) Participation in discussion : 5 points
- c) Homework, Class work : 5 points
- d) Presentation, Simulation : 20 points
- e) Daily Quiz : 10 points
- f) Final Examination : 60 points
- Total : 100 points

6. Contents/ Topics of Lecturing:

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

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

Week	Topics	Content	Remark
			Class work
15	Silent Week: make-up classes only		
16	Final Examination	All Chapters	

7. Book Reference:

- a) **Main Textbook:** Business Research Methods, 12th Edition, Coopers & Schlinder, McGraw-Hill/Irwin, ISBN # 978-007-35215-03
- b) **Additional Reference:**
 - a. Hand-outs
 - b. Papers and academic journals