

**International Business Management Program  
International College  
Payap University  
Semester 2 Academic Year 2014**

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**Course Syllabus**

**1. Course Number:** MG321

**Course Title:** Business Research

**Course Credit:** 3 (3-0-6) credits

**Prerequisite:** TBA

**Course Description:** The process for conducting research including the identifying of business problems, research design, data collection, questionnaire design, and the tools used for analyzing of the data collected. This course also learning how to write proper research proposals as well as the final research report.

**2. Instructor's Name:** Kankajit KOOMSORN

Fulltime Instructor

Part time Instructor

Class Room: PC320

Teaching Hours: Mon/Wed 9.30-11.00.

Office Room: PCXXX

Office Hours: TBA

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**3. Course Objectives:** Students should be able to;

- 3.1 Conduct a real business research.
- 3.2 Create research topic and conceptual framework of the study.
- 3.3 Define and explain when and how to use different business research approaches.
- 3.4 Appropriate apply statistic into business research.
- 3.5 Understand the importance, show and explain relations of each stage in research.
- 3.6 Evaluate quality of research, including, giving results and recommendations.
- 3.7 Develop concern about ethics in research.

**4. Course Text:**

**Required Text:**

- 4.1 Malhotra, Naresh K. and Peterson, Mark, *Basic Marketing Research; A Decision-Making Approach*. Second International Edition, Pearson Prentice Hall, 2006.

**References:**

- 4.2 Cooper, Donald R., and Pamela S. Schindler, *Business Research Methods*, International Edition, USA: McGraw-Hill Higher Education, 2008.
- 4.3 George, Darren and Mallery, Paul. *SPSS for Windows Step by Step, Simple Guide and Reference 15.0 Update*, Eight Edition, Pearson, 2008.
- 4.4 Cokes, Sheridan J., Steed, Lyndall and Ong, Clara, *SPSS Version 16.0 for Windows Analysis without Anguish*. Wiley, 2009.
- 4.5 Triola, Mario.F., *Elementary Statistics*, Sixth Edition, USA: Addison-Wesley Publishing Company, Inc., 1995.
- 4.5 Churchill & Brown, *Basic Marketing Research; International Student Edition 6/e*, Thomson, 2007

4.6 Zikmund, William G. Business Research Methods International Edition, South-Western Cengage Learning, 9/e 2010.

**5. Course Content (45 hours):**

Week	Part	Topic	Teaching Hours		Activity
			Lecture	Lab	
<b>1-2</b>	<b>I Introduction to Business Statistics and Research</b>				
		<b>Introduction to Business Research</b>	6 hrs		-Class Lecturing -Power Point Presentations -Individual Research -E-Learning -Library Searching Method -Class Participation
		- Research in Business			
		- The Research Process			
		- Ethics in Business Research			
		- Business Research Request and Proposals			
		<ul style="list-style-type: none"> <li>• Background relating to the topic and problem</li> <li>• Statement of problem (MDP, Activities, questions)</li> <li>• Objectives (to be achieved)</li> <li>• Delimitation (or scope of the study)</li> <li>• Importance of the Business Research</li> </ul>			
		<b>Quiz I</b>			
<b>3</b>		<b>Review of Related Literature and Studies</b>	3 hrs		
		- Local Literature and Study			
		- Foreign Literature and Study			
		- Relevance to the Present Study			
		<b>II Research Design Formulation</b>			
<b>4-10</b>		<b>Business Research Framework Procedure and Method</b>	13 hrs		
		- Research Technique			
		- Qualitative VS Quantitative Research (survey, experiment, observation, etc.)			
		- Methods and Instrument (tools to be employed, e.g. Discussion Guide, Depth Interview, paper questionnaire, etc.)			
		- Sampling design (Process) <ul style="list-style-type: none"> <li>• Target population</li> <li>• Sampling unit (Unit of Analysis)</li> <li>• Sampling Frame</li> </ul>			
		- Determining sample size			
		- Validation and Reliability of the Instrument			
		<b>Quiz II</b>			
		<b>III Data collection, Analysis and Reporting</b>			
		- Data Gathering Procedure	14 hrs.		
		Business Statistics			
		Statistical Treatment of the Data (Statistical Packages of the Social Sciences: SPSS)			
		- Data Preparation and Description			
		<b>Quiz III</b>			
		<b>Student Project Presentation</b>	<b>Presentation,</b>		

<b>13-15</b>	Submit Research Paper and Presentation <i>Class Presentation</i>	<b>Analysis and Interpretation of Data</b> Presenting insight and Findings Conclusions and Recommendations 9 hrs	
	<b>Final Examination</b>	3 hrs	-Examination

## 6. Course Activity:

- 6.1 Class Lecturing
- 6.2 Power Point Presentations
- 6.3 Individual Research
- 6.4 Group Research

### 6.3.1 Submitting Paper Schedule:

Items	Date
Research Topic	June 21, 2013
Research Proposal	July 5, 2013
Questionnaire	July 26, 2013
Collecting Data	July 31 – August 16, 2013
SPSS Analysis	August 19 – September 6, 2013
Completed Paper	September 20, 2013

- 6.5 Class Participation
- 6.6 E-Learning
- 6.7 Library Searching Method
- 6.8 Examination

## 7. Grade Scale:

7.1 Group and/or Individual Quantitative Research Project		50%
7.1.1 Research Paper (Pre Actual Fieldwork)		20%
Proposal writing	5%	
Sampling design,	5%	
Research Data Collection Tools	10%	
7.1.2 Data collection, and Analysis (Data Interpretation and SPSS Analysis)	10%	
7.1.3 Research Findings and Report Presentation PowerPoint Presentation and Oral Presentation		20%
7.2 Class Exercise, Quiz and Participation		20%
7.3 Final Examination		30%
Total		100%

**8. Course Evaluation:**

8.1 Students who have less than 80% of class attendance CAN NOT take the final exam.

8.2 The evaluation is based on the Payap University.

Payap University Grading Scale is shown as follow:

<b>Grading Score</b>	<b>Letter Grade</b>	<b>Score (4 point scale)</b>
100-80	A	4
79-75	B+	3.5
74-70	B	3
69-65	C+	2.5
64-60	C	2
59-55	D+	1.5
54-50	D	1
49-0	F	0

The following “Letter Grades” may also be given:

“I” Incomplete

“W” Withdrawal

“IP” Course Work In Progress

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