



**UNIVERSITAS INDONESIA
FACULTY OF ECONOMICS AND BUSINESS
DEPARTEMEN OF MANAGEMENT
UNDERGRADUATE PROGRAM**

SYLLABUS

Course : Case Study Research
Course Code/Credit : ECMU601091/2 Credits
Semester : Even Semester

- A. Course Type : Compulsory**
B. Course Prerequisite : Research Business Method (ECMU601014)
C. Professors/Facilitators:
- a. Dr. Sari Wahyuni, S.I.P., M.Sc.
(sari.wahyuni@ui.ac.id)
 - b. Dr. Permata Wulandari, S.E., M.Si., Ph.D.
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 - c. Triana Rahajeng Hadiprawoto, M.Sc.
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D. Course Description

This course aims at presenting students with a broad spectrum of types of case study research (including practice-oriented case studies, theory-building case studies and theory-testing case studies) in one consistent methodological framework. This course focuses on enabling students to conduct case study research and to write a case study report.

E. Learning Objectives

After completed this course, students are expected to:

1. Understand what a case study is and why this method is increasingly important in business research;
2. Understand theory-testing/theory-buiding/Practice-oriented research;
3. Able to test necessary and sufficient conditions with a case study;
4. Able to do Data Collection and Data Recording;
5. Able to do Qualitative Data Analysis;
6. Able to disseminate the results of the case study research.

F. Learning Method

<u>Description</u>	
Class Discussion	✓
Experiential learning	✓
Group Inquiry	✓
Guided Teaching	✓
Interactive Lecturing	✓
Case Study	✓
Collaborative learning	✓
Problem-based learning	×
Group-Research Project	✓

G. Grading Component

<u>Description</u>	<u>Percentage (%)</u>
Class Contribution 1	10
Class Contribution 2	10
Weekly Group Presentation	10
Research Proposal Presentation	20
Mid-Term Exam	20
Case Study Report	30
Total	100

H. References

1. Mack, N, Cynthia Woodsong, Kathleen M. Macqueen, Greg Guest, Emily Name. 2005. *Qualitative Research Methods: A Data Collector's Field Guide*. USAID Report: Family Health International. (MAC)
2. Miles, Matthew B. & Huberman, A.M. 1994. *Qualitative Data Analysis*. Sage Publication. (MIL)
3. Wahyuni, S. 2012. *Conducting Qualitative Research*. Salemba. (WAH)
4. Yin, Robert K. 2011. *Qualitative Research from Start to Finish*. Guilford Press. (YIN)

I. Course Session

Session	Topic	Reference
1	Introduction <ul style="list-style-type: none"> • Aims and Overview of the Course • Understanding the Differences between Qualitative and Quantitative Research 	Chapter 1 (WAH) Chapter 1 (YIN)
2	<ul style="list-style-type: none"> • Type and Technique of Qualitative Research • Develop Conceptual Framework 	Chapter 2 (WAH) Chapter 2,3 (YIN) Chapter 2 (MIL) Other sources
3	<ul style="list-style-type: none"> • Unit of analysis • Measurement of Qualitative Research • Internal Validity, External Validity & Reliability in Qualitative Research 	Chapter 3 (WAH) Chapter 4 (YIN) MAC Other sources
4	<ul style="list-style-type: none"> • Interview 	Chapter 4 (WAH) Other sources
5	<ul style="list-style-type: none"> • Proposal Presentation 	
Mid-Term Examination		
6	<ul style="list-style-type: none"> • Focus Group Discussion • Ethical Issues 	Chapter 5 (WAH) Chapter 11 (MIL)
7	<ul style="list-style-type: none"> • Doing Fieldwork, Data Collection Method and Data Recording • Update Progress Report 	Chapter 5, 6, 7 (YIN) Chapter 3 (MIL)
8	Analyzing Qualitative Data <ul style="list-style-type: none"> • Compiling, Disassembling, and Reassembling • Exploring, Describing, Explaining and Predicting • Interpreting and Concluding • Update Progress Report 	Chapter 8 and 9 (YIN)- group 1 Chapter 4,5,6(MIL)-group2
9	Presenting Case Research Result <ul style="list-style-type: none"> • Displaying Qualitative Data • Composing Research, Share with Others • Cross-Case Analysis • Update Progress Report 	Chapter 10 and 11 (YIN)-group 3 Chapter 7,8 MIL,-group 4 9,10 (MIL)-group 5
10	Final Research Report & Teaching Note Presentation	
	Case Report Submission	

J. Group Assignment

Phase 1: Students have to choose a phenomenon in a company or community and develop a research proposal that consists of:

- Introduction
- Research Question
- Literature Review
- Research Framework (if any)
- Methodology: unit analysis and case study protocol (internal and external validity, reliability).

Phase 2: Based on the above proposal, students conduct data collection and develop analysis of the case study. All documents should follow standard for publication.

Students should submit the case to EMAS with approved submission to international journal. The final case study should consist of:

- Introduction
- Research Question
- Literature Review
- Research Framework (if any)
- Methodology: unit analysis and case study protocol (internal and external validity, reliability).
- Analysis & Result
- Conclusion
- References

K. Attendance

Students are required to attend at least 80% of the total lectures, which is equivalent to two times or twice of absence, for those who failed to meet the attendance requirement will be *disqualified* from final term examination. Students who do not attend the class within 15 minutes will be checked as absent.

L. Plagiarisme

Plagiarism is the presentation by a student of an assignment that has been copied in whole or in part from another student's work or from any other source (e.g. published books, web-based material or periodicals) without due acknowledgement in the text. Plagiarism may take several forms. Any of the following, without full acknowledgement of the debt to the original source, counts as plagiarism:

- Direct duplication, by copying (or allowing to be copied) another's work, whether from a book, article, Web site, another student's assignments, etc.;

- Paraphrasing of another's work closely, with minor changes but with essential meaning or form;
- Submitting one's own work which has already been submitted for assessment purposes in another subject;

It is the university policy as stated in the FEBUI Regulation book that cheating by students in any form is not permitted. Where a student is suspected of plagiarism by examiner, the following procedures will apply:

- First time, a mark of zero for the piece of assessment, maximum of fail (F)
- Second time, a fail grade (F) for the subject
- Third time, dismissal from the Undergraduate Program, Management Department FEUI

M. Statement of Authorship

Students are obliged to include the appropriate Statement of Authorship in front of their written assignment.

Statement of Authorship

I/We certify that this submission is my own work/the work of the group. All sources used by me/the group have been documented.

This piece of work has not previously been submitted for assessment in this or any other subject either by an individual by a group.

I accept that this submission may be screened to detect the existence of plagiarism.

Name :
 Student Number :
 Signature :
 Subject Name :
 Title :
 Date :
 Lecturer :
 Signature :