UNIVERSITAS INDONESIA

FAKULTAS EKONOMI DAN BISNIS

DEPARTEMEN MANAJEMEN

PROGRAM STUDI S1 KELAS KHUSUS INTERNASIONAL

SYLLABUS
BUSINESS RESEARCH METHOD
MGMT11014
EVEN SEMESTER 2022/2023

Lecturers:

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1	Lenny Suardi, S.Si., M.Si.	lennys@ui.ac.id
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Subject Code	MGMT 11014
Subject Title	Business Research Methods
Credit Value	3
Year/Semester	3 / 5
Day/Hour	Thursday / 11.00 – 13.30
Subject Type	Degree Program Compulsory
Pre-Requisite/Co-Requisite/Exclusion	Statistics for Economics and Business (ECEU601200)
Role and Purpose	This course discusses stages in conducting research, ranging from identification of research problems, formulation of research design, conducting data gathering, processing data, to analyzing data and formulation of research conclusions. Preparation of a good research design will direct researchers to answer research questions and achieve research objectives that are the reasons to do so. Moreover, some of the research methods and purposes of each method will be discussed so that researchers can adjust the methods to research objectives and proper scientific principles. This course aims to make students able to understand and carry out research with a variety of methods that are proper to standards of scientific papers, either in the form of a thesis, independent study, or other research.
Subject Learning Outcomes	Subjects Objectives: 1. Able to identify research problems that are rooted in real business phenomenon 2. Able to define research variables from the formulated research problems 3. Able to determine the unit of analysis of the research problem that has been formulated 4. Able to search for scientific literatures that are relevant to the research problems 5. Able to summarize the scientific literatures in the form of a coherent literature review 6. Able to distinguish different types of research methods 7. Able to choose a type of research method that is relevant to the research objectives and problems

	8. Able to distinguish between different types of sampling techniques
	9. Able to choose an appropriate sampling technique that is relevant to research objectives and problems
	10. Able to distinguish different types of statistical analysis
	11. Able to choose the type of statistical analysis that is relevant to research objectives and problems
	12. Able to develop research instruments that are relevant to research objectives and problems
	
	AACSB Learning Goal (LG) and Learning Objective (LO):
	
	1. LG: Critical Thinking - Students are able to demonstrate that they are critical thinkers
	    a. LO: Students are able to argue and draw conclusion on an issue based on supportive evidence (LO1)
	
	2. LG: Written Communication Skill - Students are able to demonstrate written communication skill
	    a. LO: Students will be able to write a clear and concise idea (LO2)
	
	3. LG: Oral Communication Skill- Students are able to demonstrate oral communication skill
	    a. LO: Students are able to orally communicate their ideas properly (LO3)
	
	4. LG: Research- Students are able to demonstrate knowledge in management research methods
	    a. LO: Students are able to understand basic research methods in management (LO4)
	        i. Trait: understand types of research design (T1)
	        ii. Trait: understand methods of data collection related to research design (T2)
	        iii. Trait: Understand data analysis related to research design (T3)

Subject Synopsis/Indicative Syllabus

Week #	Topics	Subtopics	Assignment/ Description	Reading Materials
1 (16 Feb 2023) Offline	Introduction	1 Syllabus 2 Introduction to Business Research Method (Definition, objective, process) 3 Types of Business Research 4 Problem Definition (Symptoms, Causes) 5 Management Problem	**Lecturing** **Assistant:** Making 6 groups consist of 3-4 students (based on concentration) for the final task **2 articles** **(online articles –** provided by Lecturers Team) **Presentation:** 2 groups (task will be given in the class) **Group Assignment:** Choose 3 articles (Journals) related to group's research topic for next week *Minimum: Q3 In the last 5 years.	**Cooper 1:** Research in Business **Cooper 4:** The research Process: An Overview **Sekaran 3:** Defining and Refining the Problem
2 (23 Feb 2023) Offline	Literature Review & Model Development	1 The objective and methods of literature review 2 The types of scientific Literature 3 The method of online	**Lecturing** **Group Discussion** (Exercise building model and identifying literature)	**Sekaran 3** : Defining and refining the problem **Sekaran 4 :** The critical literature review

		Literature searches	**Quiz** (by Assistant)	**Sekaran 5 :** Theoretical framework and hypothesis development
		4 Understand the link between problem formulation, research models, hypotheses, and conclusions in journal article	**Home Assignment:** Make literature review for their selected articles	
3 (2 Mar 2023) Offline	Research Design	1 Types of Research Design

2 Quantitative Research design

3 The differences between theory, concept, dimension, variable, indicator

4 Types of variables

5 Theoretical framework

6 What is hypothesis and types of hypothesis | **2 Group Presentation** about the topic material and its application to the group's research topic.

Lecturing (wrap up)

Quiz (by Assistant)

2 Group presentations (Progress) | **Cooper 6** : Research Design: An Overview

Sekaran 5: Theoretical framework and hypothesis development

Sekaran 6 : Elements of research design

Creswell 7 : Research Questions and Hypotheses |
| 4 (9 Mar 2023) Offline | Scaling and Questionnaire Development in Quantitative Research Design | 1 Measurement and Scale

2 How to develop proper questionnaire for business research

3 Types of questionnaire administration (self-administered and surveyor-administered)

4 Validity and | **2 Group Presentation** about the topic material and its application to the group's research topic

Lecturing (wrap up)

Quiz (by Assistant)

2 Group Presentations (Progress) | **Cooper 12 :** Measurement Scale

Cooper 13 : Questionnaires and Instrument

Sekaran 9 : Administering Questionnaires |

			Reliability in Quantitative Research		**Sekaran 12 :** Measurement: Scaling, reliability and validity
5 (16 Mar 2023) Offline	Qualitative vs Quantitative Research	1	The differences between quantitative and qualitative research design	**Lecturing**	**Creswell 8 :** Quantitative Method
		2	Qualitative research Approaches (phenomenology, case study, grounded theory, etc.)	**Group Discussion** (Comparison Qualitative vs Quantitative)	**Creswell 9 :** Qualitative Method
		3	Validity and reliability in Qualitative research	**Quiz** (by Assistant)	**Cooper 7:** Qualitative Research
					Sekaran 7: Interview
					Sekaran 8: Data Collection Methods: Observation
6 (23 Mar 2023) Offline	Qualitative Research Data	1	Data collection: a. In-depth interview b. FGD	**Lecturing**	**Creswell 9:** Qualitative Methods
		2	Interview / Discussion Guide	**No Group Presentation**	**Cooper 7:** Qualitative Research
					Sekaran 7: Interview
					Sekaran 8: Data Collection Methods: Observation

7 (30 Mar 2023) Offline	Sampling Technique	1 Sampling in Quantitative and Qualitative Research design 2 Sampling: Probability and Non- Probability 3 Determination of sample size 4. Ethics	**2 Group Presentation** about the topic material and its application to the group's research topic (1st group: topic 1-3, 2nd group: topic 4) **Lecturing (wrap up)** **Quiz** (by Assistant) **2 Group Presentation** (Progress)	**Cooper 14:** Sampling **Sekaran 13:** Sampling
MID-TERM EXAM (30 Mar – 8 Apr) Deadline of Research Proposal Submission				
8 (13 Apr 2023) Offline	**RESEARCH PROPOSAL PRESENTATION**			
9 (20 Apr 2023) Offline	Quantitative Data Analysis	1 Data Cleaning 2 Statistic descriptive nonparametric 3 Correlation & Regression	**Lecturing** **2 Groups Presentations** (Progress)	**Sekaran 14 :** Quantitative data analysis **Cooper 18 :** Measures of Association (Regression)
10 (27 Apr 2023) Offline	Quantitative Data Analysis	1. Factor analysis 2. T-test, Anova, and Discriminant Analysis 3. Statistical hypotheses testing	**Lecturing** **2 Groups Presentation** (Progress)	**Cooper 17 :** Hypothesis Testing **Sekaran 15 :** Quantitative data analysis: Hypothesis testing
11 (4 May 2023)	Analyzing Findings and	1 Understanding how to analyze findings	**Lecturing**	**Cooper 19:** Written Report

Offline	Making Conclusion	2 Understanding how to make conclusion	**2 Groups Presentations** (Progress)	**Cooper 20**: Oral Presentation **Sekaran 17**: Research Report **Zikmund 25**: Communicating Research
12 (11 May 2023) Offline	**FINAL REPORT CONSULTATION**			
13 (18 May 2023) Offline	**FINAL REPORT PRESENTATION + POSTER (Due the 13th meeting)**			
14 (25 May 2023) Offline	**FINAL REPORT PRESENTATION + POSTER**			
FINAL-TERM EXAM (3-13 JUN) Deadline of Final Report Submission				

Teaching/Learning Methodology	In this course, the teaching methods will revolve around lectures, video playback, and in class activities such as pre-assigned assignments, collaborative learning, and simulation of experiments in class. In order to finish the pre-assigned assignments, students should do a background reading before the class start.							

Assessment method in Alignment with Intended Learning Outcomes	Description	Percentage of Evaluation (%)	LO1	LO2	LO3	LO 4		
						T1	T2	T3
	Tutorial Class + Quiz (With Teaching Assistant)	15						
	Weekly Presentation	5						
	Mid Examination *Research Proposal (Written proposal: 25, presentation: 10) (Group)*	35		50%		50%	50%	50%
	Final Examination *Research Final Report (Written report: 30, presentation: 10, poster: 5) (Group)*	45		50%		50%	50%	50%
	Total	100						

Details of learning methods	The specific learning methods used in this subject are: 1. *Project Based Learning* (PPA): students are expected to develop research proposals and research report at the end of this course. These proposal and report are to be prepared in groups. After the mid-term, two class sessions are allocated to research proposal presentation by each group. Furthermore, at the end of the course, each groups should present the results of their research. The final grade for the research report will be determined by initial and after- revision report. 2. *Problem Based Learning* (PBL): This course will use pre-assigned assignment as a triggers for student to do a background reading before the class start. The pre- assigned assignment questions will be given in a week before, and students should present their groups answers the next week. The facilitator will sum up the discussion at the end of the class. Triggers may include movies, articles, etc. Each group shall participate actively in class discussions in order to fully understand the topics discussed. Throughout the course, students are obliged to do the assignments below: ● **Group Research Project**: Students have to form groups (there will be 6 groups each class). In the first half of the course, each group is required to formulate a Quantitative research proposal in which there are four choices of research topics, including: marketing, human resources, finances, and operations. At the 8th class meeting (after mid-term), each group will present their Quantitative research proposal. However, it is obligatory to submit the research proposal during mid- term exam. Finally, at the end of the course (13th and 14th Class meeting) each group will present both their final research report and poster. There will be 6 groups in one class, and one group consists of 3-4 people.
Schedule of Assistance or Lab (similar to the schedule of teaching faculty)	Assistance will be held 10 times in this semester. Assistant will give you assignments, homework, and quizzes that its weight has been determined at the previous point. In tutorial class, students will primarily practice data processing methods using analytical software SPSS 22. Students could also consult with teaching assistant if they have obstacles during the process of drafting a research proposal or research report. Students will also get a deeper explanation of the topics that are deemed less clear during the lecture.

Reading List and References	Required Readings: 1. Uma Sekaran, Roger Bougie-Research Methods for Business. A Skill Building Approach-Wiley (2019) **(S)** 2. Cooper, Donald R and Pamela S. Schindler, 2019, Business Research Methods. 13th Edition, McGraw Hill, Singapore. **(CS)** 3. Zikmund, W. G., Carr, J. C., Babin, B., & Griffin, M. (2013). Business research methods. Nelson Education. **(Z)** 4. Creswell, J.W. (2018). Research Design. Qualitative, Quantitative, and Mixed Method Approach. 5th Ed. **(Creswell)**
Plagiarism	Plagiarism is defined as inserting words/sentences/ideas belonging to other author/s in part or in whole without referring to the sources. Students must indicate the source of any words/sentences from other author/s in his/her writing. Plagiarism also refers to the copying in part or in whole other student's assignment or copying from books, journals, web, magazines, newspapers, etc. Plagiarism includes also the act of auto-plagiarism defined as the use of one's own words/sentences/ ideas taken from other assignment/paper that have been submitted for grading in another or the same course without any reference to its/their source/s. In accordance with the disciplinary rules and code of ethics for students as indicated on the Guidebook of FEBUI, students are prohibited to conduct plagiarism, and will be sanctioned/punished accordingly. The sanctions/punishment are as follows: ● First time offense, the minimum sanction is a Zero (0) grade for the assignment at maximum an F ● Second time offense, the grade for the course will be an F. Third time offense, the student will be expelled from the Department of Management, FEBUI.

Statement of Authorship	It is mandatory that a *Statement of Authorship* must be included and posted on the front page of the assigned paper.
	Statement of Authorship
	I/We …..……………. the undersigned declare to the best of my/our ability that the paper/assignment herewith is an authentic writing carried out by myself/ourselves. No other authors or work of other authors have been used without any reference to its sources.
	This paper/assignment has never been presented or used in any assignments for other courses except if I/we clearly stated otherwise.
	I/We fully understand that this assignment can be reproduced and/or communicated for the purpose of detecting plagiarism.
	Name :
	Student's ID :
	Number :
	Signature :
	Course :
	Paper/Assignment Title :