Business Faculty
Department of Management Programme
Subject Syllabus

Subject Code : **BIS14**

Subject Title : **Business Research Method**

Subject Specification : For all students in business studies

Subject Overview : In this subject, students are introduced to theoretical and practical understanding on various quantitative and qualitative business research methods together with theoretical and practical insight from respective study concentration in business. Students will be dynamically involved on how to arrange quantitative and qualitative business research proposal which includes the knowledge of research basic concepts, research design, paradigm, collecting data techniques, data analyzing. All explanation is aim to give student the idea about the excitement and substance of quantitative and qualitative business research as a dynamic process of knowledge seeking conducted and needed by people in education as well as professional world.

Course Objectives :

Students are encouraged to be capable to do things mentioned below after completing this subject:

1. Understand the pattern map of quantitative and qualitative business research methods in order so that students do not stand alongside of one method; instead appreciate the diversity of each perspective and take it as an information which will broaden their knowledge.

2. Use appropriate quantitative and qualitative business research methods to their upcoming thesis writing project and also to current issues in practiced evaluative research of business field.

3. Develop and maintain good and ethical research habit especially in quantitative and qualitative research method.

Course Method : The Subject consists of lectures, presentations, assignments and research paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. Real world and fictitious case studies provided by the lecturer will be discussed. A Study Guide & additional books accompanies the subject, additional readings will be assigned to the students on a per session basis

Learning Outcome (Competence) :

- Knowledge : Understand the principles of quantitative and qualitative business research methods and can apply in empirical research, starting from finding research problems in business studies perspective, formulating problems, theoretical framework, compiling research instruments and analyzing quantitative or qualitative data.

- Skill : Creative and objective thinking, critically review research literature, quantitative and qualitative research writing, an analytical mind.
- Attitude : Creative, good in scientific attitude, appreciate any research in another perspective, ability to critically evaluate new and current knowledge

Course content :

Week	Topic
1	Introduction to Business Research
2	Research Paradigms & Basic Concept of Research
3	Research Design & Methods – Quantitative & Qualitative
4	Research Problem and Hypothesis
5	Sampling Design – Quantitative & Qualitative
6	Operationalization & Measurement
7	Review for mid test
Mid Examination	
8	Data Collecting Method – Questionnaire Design
9	Data Collecting Method – Interview, Observation, FGD
10	Data Validity & Reliability
11	The Basic of Quantitative Data Analysis
12	Inferential Statistic in Quantitative Data Analysis
13	Data Analysis & Research Approach - Qualitative
14	Review for final test – Quantitative/Qualitative Research Proposal
Final Examination	

Grading System: Operationalization & Measurement

Course Evaluation:
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
I	Introduction to Business Research	1. Class regulation 2. Definition of research 3. Characteristics of the scientific method 4. Scope of research on business 5. Final test project explanation	1. PPT 2. Lecturer provides examples of business research 3. Q&A
II	Research Paradigms & Basic Concept of Research	1. Three research paradigms: an overview on positivist, interpretive/constructivist and critical 2. Ontology, epistemology, axiology and methodology in quantitative 3. Basic concept of research: theory, concept, variable, conceptual and operational definition 4. Quantitative vs Qualitative	1. PPT 2. Lecturer gives examples of business research that uses positivist, constructivist and critical approach 3. Lecturer gives examples of variable & assignment 4. Q&A

III	Research Design & Methods	1. Various of quantitative & qualitative research design and methods 2. Survey research 3. Descriptive and explanatory research	1. PPT 2. Lecturer gives examples of methods in business research 3. Q&A
IV	Research Problem and Hypothesis	1. Definition of research problems 2. Background/identification of research problems 3. Business research problem 4. Purpose statement 5. Hypothesis Development (Quantitative)	1. Presentation by lecturer 2. Lecturer gives examples of research problem in business research 3. Case study assignment 4. Q&A
V	Sampling Design	1. Definition of population and sample 2. Two types of sampling methods (probability and nonprobability sampling) 3. Communication research problem 4. Sample size in quantitative & qualitative 5. Informant in qualitative	1. Presentation by lecturer 2. Assignment case study & sampling methods 3. Q&A
VI	Operationalization and Measurement	1. Step of operationalization 2. Definition of scale 3. Levels of measurement (nominal, ordinal, interval, ratio) 4. Research focus in qualitative	1. Presentation by lecturer 2. Case study 3. Q&A
VII	Review & Overview Research Design	1. Review for Mid Test 2. Overview research design – group/individual assignment	1. Presentation by lecturer 2. Students present/collects the research design to be conducted
Midtest	Written Test	Topic 1 s/d 6	

VIII	Data Collecting Method & Questionnaire Design	1. Overview of data collection methods in quantitative 2. Type of questionnaire 3. Guidelines for asking questions 4. Questionnaire layout and design 5. Modes of questionnaire administration	1. Presentation by lecturer 2. Assignment 3. Q&A
IX	Data Collecting Methods in Qualitative	1. Overview of data collection methods in qualitative 2. Guidelines for interview, observation, Focus Group Discussion	1. Presentation by lecturer 2. Case Study 3. Q&A
X	Data Validity and Reliability	1. Definition of validity & reliability 2. Types of validity & reliability 3. Triangulation	1. Presentation by lecturer 2. Lecturer explains the steps of validity and reliability test 3. Q&A
XI	The Basic of Quantitative Data Analysis	1. Explanation about coding & data entry 2. Application of descriptive statistic (distributions, central tendency, etc) in business research 3. Interpretative analysis	1. Presentation by lecturer 2. Lecturer explains application of descriptive statistic in business research – case studies 3. Lecturer explains the steps of data analysis using SPSS 4. Q&A
XII	Inferential Statistics in Quantitative Data Analysis	1. Explanation about inferential statistics in quantitative data analysis (T-Test, Correlation, Simple linier regression, etc) 2. Application of inferential statistics in business research 3. Interpretative analysis	1. Presentation by lecturer 2. Lecturer explains application of inferential statistic in business research – case studies 3. Lecturer explains the steps of data analysis using SPSS 4. Q&A

XIII	Data Analysis and Research Approach in Qualitative	1. Explanation about qualitative data analysis 2. Collecting and analyzing qualitative data 3. Important steps in qualitative data analysis	1. Presentation by lecturer 2. Lecturer explains key issues in qualitative data analysis 3. Q&A
XIV	Review & Proposal Research Writing	Review for Final Test	1. Presentation by lecturer 2. Evaluation of proposal research projects that have been done by students
Finaltest	Project	**Collecting Quantitative/Qualitative Proposal Research Reports (Chapter 1-3)**	

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group/Individual Project – Quantitative/Qualitative research proposal consists of chapter 1-3
Chapter 1 Introduction
Chapter 2 Theoretical Framework
Chapter 3 Research Methodology

References:

Greener, S & Martelli, J. (2018). *An Introduction to Business Research Methods* 3rd edition. Bookboon.

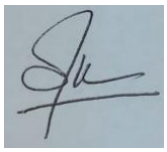
Cooper, D.R. & Schindler, P.S. (2017). *Metode Penelitian Bisnis 1* edisi 12. Jakarta: Salemba Empat

Cooper, D.R. & Schindler, P.S. (2017). *Metode Penelitian Bisnis 2* edisi 12. Jakarta: Salemba Empat

Neuman, W.Lawrence. (2010). *Social Research Methods: Qualitative & Quantitative Approaches*. USA: Pearson Education

Craswell, John & J. David Creswell. (2018). *Research Design-Qualitative, Quantitative & Mix Methods Approaches.* Fifth Edition. UK: Sage Publication Ltd.

Sekaran, U. & Bougie, R. (2016). *Research Methods for Business : A Skill-Building Approach*. 7th edition. UK: John Wiley & Sons.

Prepared by:	Checked by :
	
Dr. Yolanda Stellarosa, M.Si.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
	
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector