



**COURSE OUTLINE
and
SET OF COURSE**

Course : BUSINESS RESEARCH METHODS

Code/credits : ED 308 / 3 SKS

**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
DIPONEGORO UNIVERSITY
SEMARANG**

COURSE OUTLINE

COURSE : BUSINESS RESEARCH METHODS

Code / Credit : ED 308 / 3 Credits

Brief Description : The course discuss the process of scientific inquiry to management problem in an organized and sistematic way, based on reliable data, in order to find the answer of research problems

General Objectives : Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

No	Chapter Objectives	Main Themes	Sub-themes	Est. time	References
1.	After completing this session, students should be able to explain the basic concept of scientific research	Introduction to Scientific Research	<ul style="list-style-type: none"> a. Scope of the study b. Definitions of scientific research c. Quantitative versus alternative/naturalist research d. Ethics in research 	150 minutes	<ul style="list-style-type: none"> A. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001, pp. 5-24 B. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000, pp. 1-17 C. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006, pp. 1-46
2.	After completing this session, students should be able to explain the process of scientific research	The Process of Scientific Research	<ul style="list-style-type: none"> a. Principles of scientific research b. The process of scientific research 	150 minutes	<ul style="list-style-type: none"> A. Pp. 30-38 B. Pp. 19-34 C. Pp. 10-46
3.	After completing this session,	Background of the Research and	<ul style="list-style-type: none"> a. The inquiry of management 	150	<ul style="list-style-type: none"> A. Pp. 58-75

	students should be able to explain the research background as well as main issues of the research and also addressing research problems	Addressing Research Problems	<ul style="list-style-type: none"> problems b. Problem definition c. The statement of research problems d. Addressing research questions e. Proposing goal and purpose of the research 	minutes	<ul style="list-style-type: none"> B. Pp. 53-70 C. Pp. 49-65
4.	After completing this session, students should be able to explain the theory building and hypotheses development	Theory Building and Hypotheses Development	<ul style="list-style-type: none"> a. Theory building b. The process of literature review c. Hypotheses development 	150 minutes	<ul style="list-style-type: none"> A. Pp. 39-54 B. Pp. 89-117 C. Pp. 91-104
5.	After completing this session, students should be able to explain the research model development	Research Model Development	<ul style="list-style-type: none"> a. The process of research model specification b. Determining research model parameters 	150 minutes	<ul style="list-style-type: none"> C. Pp. 107-124
6	After completing this session, students should be able to explain the research design	Research Design	<ul style="list-style-type: none"> a. Goal of the research b. Time horizon c. Unit of analysis 	150 minutes	<ul style="list-style-type: none"> B. Pp. 121-141
7	After completing this session, students should be able to explain the experimental research	Experimental Research	<ul style="list-style-type: none"> a. Laboratory versus field experiments b. Validity issues c. Types of experimental research 	150 minutes	<ul style="list-style-type: none"> A. Pp. 390-414 B. Pp. 144-171
8.	After completing this session, students should be able to explain research variables	Research Variables	<ul style="list-style-type: none"> c. Types of research variables d. Dimensions of variables e. Operational definitions 	150 minutes	<ul style="list-style-type: none"> B. Pp. 176-186 C. Pp. 233-256
9.	After completing this session, students should be able to explain	Research Scales	<ul style="list-style-type: none"> a. Types of scales b. Types of scale measurement c. Scale validity d. Scale reliability 	150 minutes	<ul style="list-style-type: none"> A. Pp. 203-249 B. Pp. 187-210 C. Pp. 258-283
10	After completing this session, students should be able to determine the research sample	Sampling Design	<ul style="list-style-type: none"> a. Importance of sampling b. Sampling techniques c. Determining sample size 	150 minutes	<ul style="list-style-type: none"> A. Pp. 160-194 B. Pp. 264-297 C. Pp. 223-232
11	After completing this session, students should be able to explain data collection	Data Collection Methods	<ul style="list-style-type: none"> a. Source and types of data b. Interview c. Questionnaire 	150 minutes	<ul style="list-style-type: none"> A. Pp. 256-385 B. Pp. 219-261 C. Pp. 265-276

	methods		d. Questionnaire design e. Observation		
12.	After completing this session, students should be able to interpret and analyse data in the descriptive statistics form	Data Analysis and Interpretation: 1	a. Data entry techniques b. Validity and reliability testing c. Descriptive statistics	150 minutes	A. Pp. 420-475 B. Pp. 302-312 C. Pp. 289-293
13.	After completing this session, students should be able to analyse data using inference statistics techniques	Data Analysis and Interpretation: 2	a. Inference statistics b. Tests of difference c. Tests of causality and association d. Non-parametric statistics	150 minutes	A. Pp. 484-603 B. Pp. 313-324 C. Pp. 294-336
14	After completing this session, students should be able to arrange the final part of the research report	Research Report	a. Conclusions b. Limitations of the research c. Implications d. Suggestions for further research e. Writing references and citations	150 minutes	A. Pp. 608-650 B. Pp. 340-356 C. Pp. 361-366

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 1

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the definitions of scientific research
- b. Explain the basic concepts of scientific research
- c. Explain the ethics in research

B. Main Themes : Basic Concept of Scientific Research

C. Sub-Themes : 1. Scope of the study
 2. Definitions of scientific research
 3. Quantitative versus alternative/naturalist research
 4. Ethics in research

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods for a semester 2. Explaining benefits of the subject 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Scope of the study 2. Definitions of scientific research 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard

	3. Quantitative versus alternative/naturalist research 4. Ethics in research		
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 2

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the principles of scientific research
- b. Explain the process of scientific research

B. Main Themes : The Process of Scientific Research

C. Sub-Themes : 1. Principles of scientific research
 2. The process of scientific research

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 2nd session 2. Explaining benefits of learning the process of scientific research materials 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Principles of scientific research 2. The process of scientific research 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

	for the next session		
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E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 3

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the background of the research
- b. Addressing research problems
- c. State the purpose of the research

B. Main Themes

: Background of the Research and Addressing Research Problems

C. Sub-Themes

- : 1. Inquiry of management problems
 2. Problem definition
 3. The statement of research problems
 4. Addressing research questions
 5. Proposing goal and purpose of the research

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 3rd session 2. Explaining benefits of learning the background of the research and addressing research problems materials 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

Contents	<ol style="list-style-type: none"> 1. The inquiry of management problems 2. Problem definition 3. The statement of research problems 4. Addressing research questions 5. Proposing goal and purpose of the research 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 4

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Arranging literature review
- b. Developing hypotheses

B. Main Themes : Theory Building and Hypotheses Development

C. Sub-Themes : 1. Theory building
 2. The process of literature review
 3. Hypotheses development

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 4th session 2. Explaining benefits of learning how to build theory and develop hypotheses materials 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Theory building 2. The process of literature review 3. Hypotheses development 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 	<ol style="list-style-type: none"> 3. Listening 	OHT, OHP &

	2. Giving questions 3. Describing general materials for the next session	4. Discussion	whiteboard
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E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, 3rd Edition, Research Methods for Business, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 5

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the process of model specification
- b. Explain the process of model development

B. Main Themes : Research Model Development

C. Sub-Themes : 1. Process of research model specification
 2. Determining research model parameters

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 5th session 2. Explaining benefits of learning the development of research model 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. The process of research model specification 2. Determining research model parameters 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

	for the next session		
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E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 6

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain goal of the research
- b. Design the research

B. Main Themes : Research Design

C. Sub-Themes : 1. Goal of the research
 2. Time horizon
 3. Unit of analysis

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 6th session 2. Explaining benefits of learning how to design the research 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Goal of the research 2. Time horizon 3. Unit of analysis 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

	for the next session		
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E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 7

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain laboratory and field experiments
- b. Explain issues of validity in experimental research
- c. Explain various types of experimental research

B. Main Themes : Experimental Research

C. Sub-Themes : 1. Laboratory versus field experiments
 2. Validity issues
 3. Types of experimental research

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 7th session 2. Explaining benefits of learning how to arrange an experimental research 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Laboratory versus field experiments 2. Validity issues 3. Types of experimental 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard

	research		
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 8

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain the types of research variables
- b. Explain the dimension of variables
- c. Explain the operational definitions of variables

B. Main Themes : Research Variables

C. Sub-Themes : 1. Types of research variables
 2. Dimensions of variables
 3. Operational definitions

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 8th session 2. Explaining benefits of learning how to develop operational definitions of variables 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Types of research variables 2. Dimensions of variables 3. Operational definitions 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard

Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
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E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
2. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 9

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain types of scales
- b. Explain scale measurement
- c. Explain scale validity and reliability

B. Main Themes : Research Scales

C. Sub-Themes : 1. Types of scales
 2. Types of scale measurement
 3. Scale validity
 4. Scale reliability

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 9th session 2. Explaining benefits of learning how to develop research scales 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Types of scales 2. Types of scale measurement 3. Scale validity 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard

	4. Scale reliability		
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 10

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- d. Explain the importance of sampling
- e. Explain various sampling techniques
- f. Determine sample size

B. Main Themes : Sampling Design

C. Sub-Themes : 1. Importance of sampling
 2. Sampling techniques
 3. Determining sample size

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of business research methods in the 10 th session 2. Explaining benefits of learning how to design sample 3. Explaining the competency of GO and CO	1. Listening 2. Discussion	OHT, OHP & whiteboard
Contents	1. Importance of sampling 2. Sampling techniques 3. Determining sample size	1. Listening and taking notes 2. Discussion	OHT, OHP & whiteboard
Summary	1. Summarizing the materials	1. Listening	OHT, OHP &

	2. Giving questions 3. Describing general materials for the next session	2. Discussion	whiteboard
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E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time: : 1 x 3x 50 Minutes
 Session : 11

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Explain source and types of data
- b. Explain various data collection methods
- c. Design a questionnaire

B. Main Themes : Data Collection Methods

C. Sub-Themes : 1. Source and types of data
 2. Interview
 3. Questionnaire
 4. Questionnaire design
 5. Observation

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of business research methods in the 11 th session 2. Explaining benefits of learning how to collect data 3. Explaining the competency of GO and CO	1. Listening 2. Discussion	OHT, OHP & whiteboard
Contents	1. Source and types of data 2. Interview 3. Questionnaire	1. Listening and taking notes 2. Discussion	OHT, OHP & whiteboard

	4. Questionnaire design 5. Observation		
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 12

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Create data entry
- b. Analyze validity and reliability of questionnaire
- c. Interpret data using descriptive statistics

B. Main Themes : Data Analysis and Interpretation: 1

C. Sub-Themes : 1. Data entry techniques
 2. Validity and reliability testing
 3. Descriptive statistics

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the brief contents of business research methods in the 12th session 2. Explaining benefits of learning how to analyze and interpret data in the form of descriptive statistics 3. Explaining the competency of GO and CO 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard
Contents	<ol style="list-style-type: none"> 1. Data entry techniques 2. Validity and reliability testing 	<ol style="list-style-type: none"> 1. Listening and taking notes 2. Discussion 	OHT, OHP & whiteboard

	3. Descriptive statistics		
Summary	1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session	1. Listening 2. Discussion	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, Research Methods for Business, 3rd Edition, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 13

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Analyze data using inference statistics
- b. Interpret data analysis in a meaningful way

B. Main Themes : Data Analysis and Interpretation 2

C. Sub-Themes : 1. Inference statistics
 2. Tests of difference
 3. Tests of causality and association
 4. Non-parametric statistics

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of business research methods in the 13 th session 2. Explaining benefits of learning how to analyze and interpret data using inference statistics 3. Explaining the competency of GO and CO	1. Listening 2. Discussion	OHT, OHP & whiteboard
Contents	1. Inference statistics 2. Tests of difference 3. Tests of causality and association	1. Listening and taking notes 2. Discussion	OHT, OHP & whiteboard

	4. Non-parametric statistics		
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

E. Evaluation:

Giving questions or case study for small groups discussion and it would then be discussed together to evaluate comprehensive understanding to the course materials

F. References:

1. Cooper, Donald R&Pamela S. Schindler, Business Research Methods, 7th Edition, Irwin/McGraw-Hill, 2001
2. Sekaran, Uma, 3rd Edition, Research Methods for Business, John Wiley&Sons, 2000
3. Ferdinand, Augusty T, Metode Penelitian Manajemen, 2nd Edition, Badan Penerbit Undip, 2006

SET OF COURSE

Course : **BUSINESS RESEARCH METHODS**
 Code : ED 308 – 3 Credits
 Estimated Time : 1 x 3x 50 Minutes
 Session : 14

A. Objectives :

1. General Objectives (GO):

Upon completion of the course, student will be able to explain the process of scientific research in order to find the answer of research problems

2. Chapter Objectives (CO):

After completing this session, student should be able to:

- a. Arrange conclusions of a research
- b. Writing references and citations
- c. Preparing a sound research report

B. Main Themes : Research Report

C. Sub-Themes : 1. Conclusions of a research
 2. Limitations of the research
 3. Implications
 4. Suggestions for further research
 5. Writing references and citations

D. Learning Activities

Phases	Teacher Activities	Student Activities	Media
Introduction	1. Explaining the brief contents of business research methods in the 14 th session 2. Explaining benefits of learning how to prepare research report 3. Explaining the competency of GO and CO	1. Listening 2. Discussion	OHT, OHP & whiteboard
Contents	1. Conclusions 2. Limitations of the research	1. Listening and taking notes	OHT, OHP & whiteboard

	<ol style="list-style-type: none"> 3. Implications 4. Suggestions for further research 5. Writing references and citations 	2. Discussion	
Summary	<ol style="list-style-type: none"> 1. Summarizing the materials 2. Giving questions 3. Describing general materials for the next session 	<ol style="list-style-type: none"> 1. Listening 2. Discussion 	OHT, OHP & whiteboard

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