

COURSE OUTLINE

2900600 Economics and Social Science Research Methods 3(3-0-9)

วิธีวิจัยทางเศรษฐศาสตร์และสังคมศาสตร์

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Course Objectives:

- Crank start the thesis proposal writing process
- Keep pressure on the class participants on developing the research proposal which will hopefully become the thesis proposal or special project paper

Course Description:

There are two major parts in this course. First, the course is to introduce the principles and methods of business research: securing the respondents, making a test investigation, sampling, collecting data, types and errors of collected data, tabulating and analyzing the information, interpreting the finding and stating the conclusion, through a series of class projects, practical experience is offered to students on how research techniques and procedures are applied to the solution of business problems. Second, the course will introduce various mathematical tools which are expected to be employed in graduate-level research work. Many quantitative tools have already been discussed in the other classes.

Readings (Business Research):

(1) William G. Zikmund. "Business Research Methods" 7th Edition Thomson Learning, South-Western, USA 2003.

(2) วรัญญา ภัทรสุข "ระเบียบวิธีวิจัยทางสังคมศาสตร์" สำนักพิมพ์จุฬาลงกรณ์มหาวิทยาลัย

Textbook Objectives:

After studying this course you should be able to:

- Understand the importance of the business research as a management decision tool
- Deal with the means for instantaneous and interactive access to information.
- Understand when business research is needed and when it should not be conducted
- Identify various topics for business research.
- Explain the significance of the internet and distinguish between data, information and Knowledge
- Understand the goals of theory, the terms concept, proposition, variable, hypothesis and define the meaning of theory
- Classified business research as exploratory research, descriptive research, or causal research,
- Identify and briefly discuss the various decision alternative available to the researcher during each stage of the research process.
- Understand the ethical issues in business research
- Understand the problem definition and can outline the research problem
- Understand the differences between qualitative research and quantitative research
- Explain the differences between secondary and primary data and advantages and disadvantages of secondary data
- Understand the survey research methods, basic methods of communication with respondents and the importance of survey research to total quality management
- Understand the observation methods, experimental research, measurement and scaling concepts and attitude measurement
- Design the questionnaire and understand how to choose an appropriate sample design and sample size
- Edit and code and transform raw data
- Apply the statistical technique(univariate statistics, bivariate analysis, multivariate analysis and nonparametric to the real business research
- Use computer program for analysis
- Communicate research results by reporting , presentation and follow-up

Handouts (Powerpoint/pdf files):

- [1] Pongsa Pornchaiwiseskul, Introduction to Research methods
- [2] Univariate Analysis
- [3] Bivariate Analysis
- [4] Multivariate Analysis
- [5] Choice Models
- [6] Ordered Logit Models
- [7] Count and Duration Models
- [8] Cronbach- α
- [9] Determination of Sample Size
- [10] Correlation

Teaching Approach: Lecture and Class Presentation

Reading Content:

Block	Topics	Readings
1	Introduction to Research Method	[1]
2.1	The Role of Business Research	(1)Ch.1
2.2	The research process: An overview	(1)Ch.4
2.3	Problem Definition and the Research Proposal	(1)Ch.6
3	Exploratory Research and Qualitative analysis	(1)Ch.8
4	Survey Research: An Overview	(1)Ch.9
	Survey Research: Basic Method of Communication with respondents	(1)Ch.10
5	Measurement and Scaling Concepts	(1)Ch.13
	Attitude Measurement	(1)Ch.14
6	Questionnaire Design	(1)Ch.15
	Sample Designs and Sampling Procedures	(1)Ch.16
7	Determination of Sample Size	(1)Ch.18,[9]
	Basic Data Analysis: Descriptive Analysis	(1)Ch.20
8	Univariate Analysis	(1)Ch.21, [2]
	Bivariate Analysis: Tests of Differences	(1)Ch.22, [3]
9	Bivariate Analysis: Measures of Association	(1)Ch.23, [3],[10]
10	Multivariate analysis	(1)Ch.24, [4]
11	Choice Models	[5]
12	Ordered Logit Model/Rank Model	[6]
13	Count Models and Duration Model	[7]
14	Cronbach- α	[8]
15	Analytical Hierarchy Process (AHP)	On web

Project Descriptions:

Each individual student is required to develop their own research proposal according to their specific interests in the field of Logistic Management. The proposal must contain enough details so that most readers can understand and follow the rationale and the research methodology. Merits (grade) of the papers depend on the quantitative tools employed.

Grading Policy:

Class Participation (random PIN code)	10%
Concept Proposal (presentation and ppt file)	20%
Draft Proposal(presentation and ppt file)	30%
Final Proposal (paper in pdf)	40%
Total	100%

Requirements:

1. 80% attendance is required.
2. All the presentation files must be submitted on time. Tentative schedule is following
 - concept proposal presentation in weeks 6-9 (8 slides/10-minutes each)
 - first-draft research proposal presentation in weeks 12-16 (10 slides/15 minutes each) with literature review and detailed methodology
 - final draft research proposal by the end of the course (no presentation)
3. Acts of cheating such as copying the assignments will be penalized according to the University regulation

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