

BUA4105: Business Research

Course Overview

- **Program:** Bachelor of Business Administration
- **Credits:** 3(2-2-5)
- **Instructor:** Asst. Prof. Dr. Pisit Potjanajaruwit
- **Semester:** 2/68, Academic Year \$20/get 2026
- **Location:** Faculty of Management Science, Suan Sunandha Rajabhat University



Course Description

This course provides foundational knowledge and skills in business research. Students will learn how to define research problems, review relevant literature, apply research methodology, collect and analyze data using statistical tools, and present findings effectively through written reports and **oral**

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Main Learning Objectives

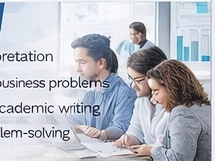
- ✓ Understand the nature and roles of business research
- ✓ Develop research proposals and conduct investigations
- ✓ Apply appropriate data collection and analysis techniques
- ✓ Practice research ethics and academic integrity
- ✓ Engage in task-based and collaborative group work



Learning Outcomes & Skills Developed

Main Learning Objectives

- ✓ Critical thinking and data interpretation
- ✓ SPSS and statistical analysis for business problems
- ✓ Effective communication and academic writing
- ✓ Teamwork, leadership, and problem-solving



Instructional Methods

- ✓ Lectures & discussions
- ✓ Problem-based learning
- ✓ Case studies and real-world projects
- ✓ E-learning and video content integration



Weekly Topics (Abbreviated)

Modes of Delivery

- ✓ **On-site, Online, On-demand learning**
- ✓ **Blended tools:** Google Meet, YouTube, Facebook, Moodle, Google Classroom

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- ✓ Lectures & discussions
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Week Topics

Week	Topics
Week 1	Introduction to Business Research
Week 2	Identifying Research Problems
Week 3	Literature Review
Week 4	Hypothesis Formulation
Weeks 5-6	Population & Sampling
Weeks 7-8	Research Tools & Midterm Exam
Week 9-12	Data Collection & SPSS Analysis
Week 13-16	Writing & Presenting Research Reports
Week 17-19	Final Presentations

