ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF BUSINESS ENGLISH
COURSE OUTLINE 2/2026

COURSE	:	EN4256 Introduction to Business Research Writing
CREDITS	:	3
STATUS	:	Major Requirement
PREREQUISITE	:	EN3214 Fundamental Writing Development or EIB2103 Writing Skill Development or ELE2001 Advanced Academic English
LECTURERS	:	Dr. Namon J. and Dr. Nida B.

COURSE DESCRIPTION:
Methodology and tools in business research, practice in writing for clarity and efficiency with correct terminology, and summaries in business research documents

COURSE OBJECTIVES:
This course aims to provide the following:
1. To understand basic methods and tools in business research
2. To practice writing for clarity and efficiency with correct terminology
3. To apply research writing skills in their own business research

COURSE LEARNING OUTCOMES:
Students will be able to:
1. Formulate business research questions
2. Apply the various types of sampling techniques to their own business research
3. Design an effective questionnaire for a business survey research
4. Perform basic statistical analysis on their collected data
5. Write a full business research report

MATERIALS:
EN4256 Introduction to Business Research Writing Compiled Handouts

REFERENCES:
1. Collis, J & Hussey, R. (2003) Business Research. (2nd ed). New York: Palgrave/Macmillan
2. Zikmund, W. (2000). Business Research Methods (6th ed). Mason: South-Western/Thompson Learning

TEACHING – LEARNING ACTIVITIES:
1. Lecture
2. Research Projects (Proposal and Full Paper)
3. Group Discussions
4. Group Presentations
5. Assignments

COURSE REQUIREMENT:
* 80% of attendance is required to pass the course. (Maximum absence = 6 times)
* The minimum passing grade is **C**.
* The last day to withdraw with W is February 17, 2027.

TENTATIVE SCHEDULE

Week	Content	Assignment (Take-home OR In-class)
1	- Course Introduction - Group Formation	
	- Types of Research - Components of a Research Proposal and Report	
2	-Overview of 6-Step Research Approach	
	- Discovering and Defining the Research Problem	
3	- Components of Effective Introduction - Language Focus 1 **- Submission of Research Topic and Research Questions**	Writing Introduction Draft 1 (Take-home)
	- Reviewing Introduction Draft 1 - Using Online Databases	Students look up research/academic articles related to their topics and bring them next class (Take-home) Writing Introduction Draft 2 (Take-home)
4	- Analysing Authentic Research Paper (To get students familiarized with a research/academic paper) - What is Literature Review?	
	- Components of a Literature Review - Language Focus 2 **- Submission of Introduction Draft 2**	Writing Literature Review Draft 1 (Take-home)
5	**- Reviewing Literature Review Draft 1**	Writing Literature Review Draft 2 (Take-home)
	- Understanding and Choosing Research Designs	
6	- Defining the Population and Sample **- Submission of Literature Review Draft 2**	
	- Components of Methodology - Language Focus 3	Writing Methodology Draft 1 (Take-home)
7	**- Reviewing Methodology Draft 1**	Writing Methodology Draft 2 (Take-home)
	- Submission of Methodology Draft 2 - Research Proposal Workshop	
8	- Proposal Presentation	
	- Proposal Presentation - Mid-Term Review **- Submission of Research Proposal on Turn-it-in**	
Mid-Term Examination 6/1/2027 (12:00 - 14:00)		
9	- Levels of Measurement	
	- Designing Research Instrument (Theory)	
10	- Designing Research Instrument (Practice) - Language Focus 4	Students design their instruments (e.g. designing questionnaires, preparing interview questions, designing an observation, structuring an experiment, etc.) (In-class)
	- Designing Research Instrument (Practice) - Data Collection Process (Theory)	Students continue designing their instruments with the instructors' guidance. They also plan how to collect the data (In-class).

Week	Content	Assignment (Take-home OR In-class)
11	- Analysing Data (Theory)	Students should start collecting data after this class or earlier.
	- Analysing Data (Practice)	Students practice analysing data they have collected so far (In-class).
12	- Components of Results/Findings - Analysing Data (Practice)	Students continue to analyse their data (In-class)
	- Using Visual Aids in a Research Paper - Language Focus 5	Writing the Results Draft 1 (Take-home)
13	- **Reviewing Results Draft 1** - What is an Academic Conference?	Writing the Results Draft 2 (Take-home)
	- Writing the Final Chapter - Language Focus 6	Writing the Conclusion Draft 1 (Take-home)
14	- **Reviewing Conclusion Draft 1** - **Submission of Results Draft 2** - Preparing for a Research Findings Presentation	Writing the Conclusion Draft 2 (Take-home)
	- Final Presentation Workshop **- Submission of Conclusion Draft 2** - Final-Exam Review	
15	- Final Presentation	
	- Final Presentation - **Submission of Research Paper**	
Final Examination **5/3/2027 (13:00 - 16:00)**		

MARK ALLOCATION:

Research Proposal		
Paper	100	marks
Presentation	50	marks
Research Paper		
Paper	200	marks
Presentation	50	marks
Research Abstract	50	marks
Mid-Term Examination	200	marks
Final Examination	300	marks
Individual Contribution	50	marks
Total	**1000**	**marks**

Grade Range (%)	
A	85-100
A-	82-84
B+	79-81
B	75-78
B-	72-74
C+	69-71
C	65-68
C-	62-64
D	50-61
F	Below 50

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision: An international community of business communicators in Thailand

Mission:
Theodore Maria School of Arts will ensure that: the School will…
1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

• Open communication
• Mentoring system
• Dedication
• Caring
• Teamwork
• Commitment
• Resource sharing

Core Values
A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies
Employability
Multiculturalism
Internationalization

Quality Assurance Process
Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

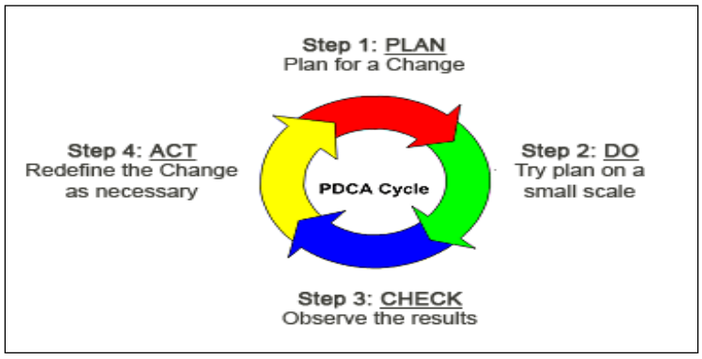


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism
Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.