

**DEVELOPMENT AND EVALUATION OF A MODULE  
IN BUSINESS RESEARCH**

A Research Report

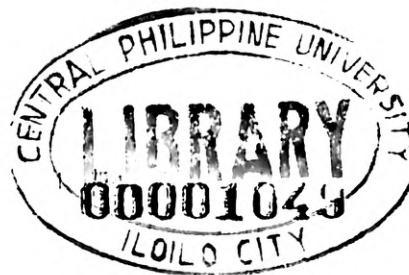
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## **ABSTRACT**

This study was conducted primarily to develop and evaluate a module in business research. Specifically, it aimed: (1) to prepare a module in business research and (2) to have the said module evaluated by students taking up business research in terms of its different aspects, such as: (a) physical; (b) content; and (c) evaluation. This study adopted the descriptive-evaluative type of research design since it aimed to develop and evaluate a module in business research. The respondents for this study were the 75 students of the College of Business and Administration enrolled in Bus 321a (Methods of Research) for the first semester of school year 2006-2007. Total enumeration was the sampling design employed since all of those enrolled in the subject during the term were asked to evaluate every single part of the module. The developed module in Business Research was used as the main instructional material for the subject Bus 321a (Methods of Research) for the term first semester 2006-2007. After discussing each topic or module, the students were asked to evaluate a particular module. The research instrument used in the evaluation of the module was the questionnaire prepared by the researcher. Results of the evaluation were processed using EXCEL program. In the analysis, the mean was used to describe the students' evaluation of the module. The

major findings of this research on the development and evaluation of a module in business research are

- The respondents rated the Module in Business Research in their general evaluation as excellent.
- Evaluation by topic or module, the respondents rated most of the modules excellent.

Based on the aforementioned findings, it can be concluded that the module developed for business research was generally rated as excellent. The different aspects of the module (i.e., the physical, content, and evaluation aspects) were rated excellent, except for two items on the content aspect in which they are rated very satisfactory. These two items that were rated very satisfactory are “every topic is thoroughly discussed” and “discussion for every topic is easily understood.