

**City University of Hong Kong**

**Information on a Course  
offered by the College of Business  
with effect from Semester B in 2014/ 2015**

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**Part I**

**Course Title:** Methodology for Applied Business Research II

**Course Code:** FB8002D

**Course Duration:** 1 semester (39 hours)

**Credit Units:** 3

**Level:** D8

**Medium of Instruction:** English

**Prerequisites:** FB8001D Methodology for Applied Business Research I *or* prior approval from the Programme Director for registration in the course

**Precursors:** Nil

**Equivalent Courses:** Nil

**Exclusive Courses:** Nil

**Part II**

**Course Aims**

This course aims to introduce students to examples of interdisciplinary research frameworks in business and management, particularly in the area of knowledge and innovation management, corporate governance and accounting, and international economics. In addition, this course will guide students towards the development of their DBA thesis proposal.

## Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	Identify major contemporary research issues in selected areas of business and management	
2.	Apply mixed-methods, multi-disciplinary and interdisciplinary research designs, as appropriate, in the context of addressing complex problems in realistic business settings	
3.	Develop a research thesis proposal at the DBA level	

## Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

This course will be taught as a seminar, blending presentations by the instructor with in-class discussions. Students will be required to submit a draft DBA thesis proposal at the end of the semester.

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Seminars, in-class discussions, assignments	
CILO 2	Seminars, in-class discussions, assignments	
CILO 3	Seminars, in-class discussions, assignments	

## Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1 - 3	Coursework	100 %	

Continuous evaluation of students' participation in class discussion during the course and assessment of the draft DBA thesis proposal to evaluate students' ability in doing research independently, understanding literatures relevant to the topics, applying theoretical knowledge in practical cases and formally communicating their views in writing.

## Grading of Student Achievement: Grading mode: (A+, A, A-.....F)

Refer to Grading of Courses in the Academic Regulations.

## Part III

### Keyword Syllabus

- 1 Major research issues in knowledge and innovation management, corporate governance and accounting, and international economics: introduction, evolution, key concepts, global and e-dimensions, current practice, contemporary issues
- 2 Complex research frameworks in business: examples of mixed-methods,

multi-disciplinary and interdisciplinary research designs

- 3 Developing research proposals: purposes of proposals; research benefits; components and structure of proposals; the writing process; evaluating research proposals

### **Recommended Reading**

#### **Text(s)**

#### **1 *Essential Reading***

Creswell, J. W.: Research Design – Qualitative, Quantitative, and Mixed methods approaches. SAGE (latest edition)

The Harvard Business Review on Knowledge Management, Harvard Business School Press, Boston. 1998.

Amidon, D.: Innovation Strategy for the Knowledge Economy – the Ken Awakening. Butterworth-Heinemann (Latest edition, 1997).

Monks, R. and N. Minow, Corporate Governance, latest edition, Blackwell Publishers.

Tricker, R. I., International Corporate Governance: Text, Readings and Cases, latest edition. Prentice Hall, Simon & Schuster (Asia) Pte Ltd., Singapore.

Dunning, Governments, Globalization, and International Business, Oxford University Press. 1999.

Dunning, Economic Analysis and the Multinational Enterprise. Routledge, 2003.

#### **2 *Supplementary Reading***

An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class.