

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Management Sciences  
with effect from Semester A 2019 / 20**

---

---

**Part I Course Overview**

**Course Title:** Business Survey Design

**Course Code:** MS3224

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** B3

Arts and Humanities

**Proposed Area:**  
*(for GE courses only)*

Study of Societies, Social and Business Organisations

Science and Technology

**Medium of Instruction:**

English

**Medium of Assessment:**

English

**Prerequisites:**  
*(Course Code and Title)*

Nil

**Precursors:**  
*(Course Code and Title)*

CB2200 Business Statistics or equivalent

**Equivalent Courses:**  
*(Course Code and Title)*

Nil

**Exclusive Courses:**  
*(Course Code and Title)*

MKT3602 Marketing Research

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

*This course aims to:*

- Provide students with knowledge about the nature of survey research and the fundamental methodology of conducting survey research in the business field.
- Provide students with statistical techniques to help with research design, sample design, questionnaire design, fieldwork procedure, data analysis and the presentation of results.
- Develop students' computing and analytical skills to solve real-world problems.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	define a business research problem and determine the information that is needed to address it	10%		✓	
2.	design a survey process; use appropriate survey methods and sampling procedures in a business research study	20%		✓	
3.	conduct business research using online tools; demonstrate competence in using appropriate software (SPSS and Excel) in data collection and analysis	20%			✓
4.	draw conclusions and recommendations that are appropriate and limited/relevant to the information contained in the research data	20%			✓
5.	communicate and explain effectively research findings to the management	20%		✓	
6.	work and collaborate as effective team members in multi-disciplinary and cross-professional contexts, and adopt a leadership role when appropriate	10%	✓		
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
<b>Interactive Lectures</b>	<ul style="list-style-type: none"> <li>• Concepts, knowledge, survey research skills and problem solving skills relevant to conducting business survey research are introduced.</li> <li>• Students work in groups to brainstorm and discuss the contents and structure of a questionnaire to be used in collecting information for the survey research project.</li> <li>• Students conduct a pre-test on a designed questionnaire, and report back to class after brief discussions within small groups. The questionnaire will be evaluated critically and revised for final use.</li> </ul>	✓	✓		✓	✓		
<b>SPSS Laboratories</b>	Students learn and practice statistical computing skills for data organisation, data analysis and data presentation.			✓				
<b>Group Project</b>	Students work by collaborating in teams to specify survey objectives, identify information needed, design questionnaires, collect raw data, and conduct data input, data compilation and data analysis. Furthermore, students present their findings in a written survey report as well as in an in-class presentation.	✓	✓	✓	✓	✓	✓	

**4. Assessment Tasks/Activities (ATs)**

*(ATs are designed to assess how well the students achieve the CILOs.)*

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5	6		
Continuous Assessment: <u>50</u> %								
<p><b>Group Project and Presentation</b>                      Students work together in groups of 5 to 6, to complete a survey research project for a local establishment, such as TVB, MTRC, HK Express, etc. Assessments/Evaluations are carried out at various stages of the survey research, including the design of the questionnaire, data collection, project presentation and project report. Students have to provide recommendations to address the research problems, justified by the data collected, in relation to the business project at hand.</p>	✓	✓	✓	✓	✓	✓	50%	
Examination: <u>50</u> % (duration: 2 hours, if applicable)								
<p><b>Written Examination</b>                      The exam is designed to assess students' professional knowledge and ability in applying survey research techniques to solve business problems</p>	✓	✓		✓	✓		50%	
							100%	

*\* The weightings should add up to 100%.*

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Group Project and Presentation	Ability to demonstrate team-based learning and teamwork; ability to generate research questions, design survey, collect high quality data, conduct appropriate analysis to address research question, ability to accurately interpret findings; ability to effectively communicate the significant as well as limitation of the finding; ability to make performance-improving recommendation to address the business research questions based on which the survey was designed	High	Significant	Moderate	Basic	Not even reaching marginal levels
Written examination	Ability to apply the theory, concept and knowledge of survey research techniques to solve business problems.	High	Significant	Moderate	Basic	Not even reaching marginal levels

### **Part III Other Information** (more details can be provided separately in the teaching plan)

#### **1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

##### **1. Introduction to Survey Methods**

The role of surveys in decision making. Census versus sample survey. Official surveys in Hong Kong. Important points to note in conducting surveys. Survey research process.

##### **2. Measurement and Scaling Techniques**

Measurement scales. Measuring attitudes. Designing itemized rating scales. Measurement accuracy.

##### **3. Questionnaire Design**

Attributes of an effective questionnaire. Questionnaire design process. Overcoming inability to answer. Overcoming unwillingness to answer. Choosing question structure and wording. Reproduction of the questionnaire. Pretesting.

##### **4. Sample Design**

The sampling design process. Choosing between random and non-random designs. Sampling error. Nonsampling error. Response error. Nonresponse error.

##### **5. Sampling Procedures**

Nonprobability sampling techniques. Probability sampling techniques. Estimation and bound on error. Statistical approach to determining sample size. Nonresponse issues in sampling.

##### **6. Data Collection and Preparation**

Primary data-collection methods. (telephone methods, personal methods, mail methods, electronic and other data collection methods including use of social media and social network). Selecting data-collection methods. Potential survey problems. The data-preparation process.

##### **7. Data Analysis**

Use of SPSS for developing charts and tables. Review of statistics associated with frequency distribution and tests. Cross-tabulations. Chi-square and other nonparametric test. Review of regression analysis. Binary logistic regression.

##### **8. Communication of Research Results**

The report preparation and presentation process. Report format. Common errors in written report. Graphical presentation of research results. Guidelines for oral presentation.

## 2. Reading List

### 2.1 Compulsory Readings

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Naresh K. Malhotra, Marketing Research – An Applied Orientation, 7th edition, Pearson Education International, 2019.
2.	Fred M. Feinberg, Thomas C. Kinnear, James R. Taylor, Modern Marketing Research: Concepts, Methods, and Cases, 2nd edition, Cengage Learning, 2013.
5	Naresh K. Malhotra, Daniel Nunan, David F. Birks, Marketing Research: An Applied Approach, 5th edition, Pearson Education International, 2017.
6.	Pamela S. Schindler, Business Research Methods, 13th edition, McGraw Hill Education, 2019.

### 2.2 Additional Readings

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	Online Resources: Census and Statistics Department, HKSAR. <a href="http://www.censtatd.gov.hk">http://www.censtatd.gov.hk</a>
----	--