

**City University of Hong Kong**

**Information on a Course**  
**offered by Department of Management Sciences**  
**with effect from Semester B in 2012 / 2013**

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**Part I**

Course Title: Business Survey Methods

Course Code: MS5214

Course Duration: One semester

No. of Credit Units: 3

Level: P5

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: MS5317 Business Research Methods with SPSS

**Part II**

**Course Aims:**

*This course aims to:*

- Provide students with the knowledge and skills necessary for conducting survey research.
- Provide students with statistical techniques to help with research design, sample design, questionnaire design, data collection procedure, data analysis and interpretation and presentation of results.
- Develop students' computing and analytical skills through use of a common statistical package, SPSS, and real life data.

## Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting
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 business research studies	25%
3.	demonstrate competence in using appropriate software (SPSS and Excel) in data analysis; analyse business survey data using appropriate statistical techniques	30%
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	10%
6.	work and collaborate as effective team members in multi-disciplinary and cross-professional contexts, and adopt a leadership role when appropriate	5%

## 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)*

CILO No.	TLAs	Hours/week
1, 2, 4 & 5	1. Interactive Lectures <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></ul>	N.A.
3	2. SPSS Laboratories Students learn and practice statistical computing skills for data organisation, data analysis and data presentation.	N.A.
1, 2, 3, 4, 5 & 6	3. Group Project Students work by collaborating in teams to discuss survey objectives, identify information needed, design questionnaires, and data analysis. Furthermore, students present their findings in a written survey report as well as in an in-class presentation.	N.A.

## Constructive Alignment of ILOs and Teaching and Learning Activities

	TLA 1	TLA 2	TLA 3
CILO 1	✓		✓
CILO 2	✓		✓
CILO 3		✓	✓
CILO 4	✓		✓
CILO 5	✓		✓
CILO 6			✓

## Assessment Tasks

*(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.	Assessment Tasks (ATs)	Assessment Details	Weighting
1, 2, 4 & 5	1. Written Test 15% & Examination (2 hours) 40%	The test and exam are designed to assess students' professional knowledge and ability in applying survey research techniques to solve business problems	55%
1, 2, 3, 4, 5 & 6	2. Group Project and Presentation	Students work together in groups of 5 to 6, to complete a survey research project for a local establishment. Assessments/Evaluations are carried out at various stages of the survey research, including the design of the questionnaire, 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.	45%

## Constructive Alignment of CILOs and Assessment Tasks

	AT 1	AT 2
CILO 1	✓	✓
CILO 2	✓	✓
CILO 3		✓
CILO 4	✓	✓
CILO 5	✓	✓
CILO 6		✓

## Grading of Student Achievement:

### Questionnaire Design

Grade	Grade Point	Grade definitions	
A+	4.3	Excellent:	Strong evidence of original thinking; good organization, superior grasp of subject matter; highly effective use of question structure and wording.
A	4.0		
A-	3.7		
B+	3.3	Good:	Evidence of grasp of subject; reasonable understanding of issues; evidence of familiarity with literature; good use of question structure and wording.
B	3.0		
B-	2.7		
C+	2.3	Adequate:	Some evidence of grasp of subject; reasonable understanding of issues; adequate command of the construction of questions.
C	2.0		
C-	1.7		
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the design of questionnaire.
F	0.0	Failure	Little evidence of familiarity with the subject matter; a lot of errors in the construction of questionnaire.

### Test & Written Examination

Grade	Grade Point	Grade definitions	
A+	4.3	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
A	4.0		
A-	3.7		
B+	3.3	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
B	3.0		
B-	2.7		
C+	2.3	Adequate:	Some evidence of understanding the subject; ability to develop solutions to simple problems.
C	2.0		
C-	1.7		
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

### Written Report

Grade	Grade Point	Grade definitions	
A+	4.3	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base and excellent presentation skills; highly effective use of sentence structure, and a high degree of creativity demonstrated.
A	4.0		
A-	3.7		
B+	3.3	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; good use of language overall; coherent piece of writing.
B	3.0		
B-	2.7		
C+	2.3	Adequate:	Some evidence of grasp of subject; little evidence of critical capacity and analytic ability; reasonable understanding of issues and adequate command of the language and presentation skills.
C	2.0		
C-	1.7		
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the project; few presentation skills and inadequate command of the language.
F	0.0	Failure	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature; poor presentation skills; poor use of the language.

## Oral Presentation

Grade	Grade Point	Grade definitions	
A+	4.3	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; evidence of extensive knowledge base; highly effective use of language, excellent presentation skills.
A	4.0		
A-	3.7		
B+	3.3	Good:	Evidence of grasp of subject; some evidence of critical capacity and analytic ability; reasonable understanding of issues; ability to communicate fluently and accurately.
B	3.0		
B-	2.7		
C+	2.3	Adequate:	Some evidence of grasp of subject; little evidence of critical capacity and analytic ability; reasonable understanding of issues and adequate command of the language in terms of structure and vocabulary.
C	2.0		
C-	1.7		
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the project; few presentation skills.
F	0.0	Failure	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature; poor use of the language or very difficult to follow.

## Part III

### Keyword Syllabus

#### 1. Research and Management

Types of research. Management of research. Research information valuation and decision to undertake research.

#### 2. Measurement and Questionnaire Design

Scales of measurement. Attitude scaling procedures. Response set and response bias. Issues of validity and reliability. Questionnaire components. Question hierarchy. Question wording.

#### 3. Sampling Design

Population and sample. Population frame. Types of sampling plans. Probabilistic versus nonprobabilistic sampling. Simple random sampling. Stratified sampling. Cluster sampling. Sample size determination.

#### 4. Data Collection

Personal interviewing. Telephone interviewing. Mail surveys. Field procedures in data collection. Nonsampling errors.

#### 5. Data Preparation and Preliminary Data Analysis

Questionnaire coding and data file preparation. Data editing and validation. Preliminary data analysis. Data summary and tabulation. Descriptive data analysis. Use of SPSS in data analysis.

## **6. Overview of Statistical Techniques**

A brief overview of the statistical techniques commonly used in business research: Chi-square test of association, Multiple regression, Categorical data analysis, Discriminant Analysis, Conjoint analysis, Multivariate analysis.

## **7. Describing Two-way Tables obtained from Survey Data**

Two-way tables. Notations. Ways of comparing proportions from two-way tables. Odds ratio. Summary measure of association. Use of SPSS/SAS.

## **8. Multidimensional Scaling**

Proximity measures. Metric and nonmetric methods. Geometrical representation. Optimal properties and goodness of fit measures. How to perform multidimensional scaling using computer package. Interpretation of computer output. Business applications such as product positioning.

## **9. Communication of Research Results**

Research report criteria. Characteristics of research report. Graphical presentation of the research results.

## **Recommended Reading**

Donald R Copper and Pamela S Schindler, Business Research Methods, 11/e, McGraw-Hill International Editions, 2011

Saunders M, Lewis P, and Thornhill A, Business Research Methods for Business Students, 5/e, Prentice Hall, 2009

Zikmund W G, Babin B J, Carr J C, and Griffin M, Business Research Methods, 8/e, South-Western, 2010

## **Online Resources:**

Donald R Copper and Pamela S Schindler:

[http://highered.mcgraw-hill.com/sites/0073373702/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0073373702/student_view0/index.html)

Saunders M, Lewis P, and Thornhill A:

[http://wps.pearsoned.co.uk/ema\\_uk\\_he\\_saunders\\_resmethbus\\_5/](http://wps.pearsoned.co.uk/ema_uk_he_saunders_resmethbus_5/)