

City University of Hong Kong

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

Part I

Course Title: Methodology for Applied Business Research III

Course Code: FB8003D

Course Duration: 39 hours with delivery pattern of 2 semesters

Credit Units: 3

Level: D8

Medium of Instruction: English

Prerequisites: FB8002D Methodology for Applied Business Research II *or* prior approval from the Programme Director for registration in the course

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

Part II

Course Aims

Building on the foundation of Methodologies for Applied Business Research, this course aims at further developing students' knowledge and skills in the application of both quantitative and qualitative research methods to address research problems.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Select, develop and apply appropriate research methodologies to solve business research problems, and identify the pros and cons of different research methodologies	

2.	Be conversant with common quantitative and qualitative techniques used in business research design, data collection and analysis	
3.	Analyse, interpret and present research findings rigorously and systematically	

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 complete individual projects on research methods and make class presentations.

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 individual projects and presentations 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

- Quantitative research design and methods: specifying research questions, building research models and developing hypotheses; construct development measurement; data collection: focus groups, survey, observation, experiments; analysis and presentation of data: data preparation and preliminary analysis; hypothesis testing; bivariate analysis - correlation, linear regression, non-parametric tests; multivariate analysis - dependency techniques (multiple regression, discriminant analysis, MANOVA, canonical analysis, LISREL, PLS, conjoint analysis), interdependency techniques (factor analysis, cluster analysis, multidimensional scaling).
- Qualitative research design and methods: paradigmatic assumptions of qualitative research; interpretive research; action research, case study research;

data sources and analysis of qualitative data; considerations on objectivity, validity and rigor in a qualitative and naturalist research setting.

- 3 Interpreting and presenting research results: components and structure of research reports; the writing process; presentation of statistics; oral presentation; publishing research reports; refereeing processes for scholarly publications; evaluating research reports.

Recommended Reading

Text(s)

1 *Essential Reading*

Cooper, D.R. and Schindler, P.S.: Business Research Methods. IRWIN, (latest edition, 2000)

Babbie, E.: The Practice of Social Research (13th edition, 2012). Cengage Learning.

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

2 *Supplementary Reading*

Fowler, F.: Survey Research Methods (Applied Social Research Methods) (3rd edition, 2001). SAGE Publication.

Huck, S.: Reading Statistics and Research (with Research Navigator). Ally & Bacon, 4th edition, 2003.

Kerlinger, F., Lee, H. B.: Foundations of Behavioral Research (4th edition, 1999). Wadsworth Publishing.

Yin, R.: Case Study Research: Design and Methods (Applied Social Research Methods) (3rd edition, 2002). SAGE Publication.

Norusis, M.J.: SPSS 13.0 Guide to Data Analysis, Prentice Hall, 2005.

Pedhazur, E. and Schmelkin, L.: Measurement, Design, and Analysis: An Integrated Approach. Hillsdale, N.J.: Lawrence Erlbaum Associates, 1991.

Groebner, D. F., Shannon, P. W. and Fry, P. C.: Business Statistics. Pearson, 9th

Edition, 2013.

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