City University of Hong Kong
Course Syllabus

offered by Department of Management Sciences
with effect from Semester A 2017 /18

Part I   Course Overview

Course Title: Business Survey Methods

Course Code: MS5214

Course Duration: One semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) MS5317 Business Research Methods with SPSS

Part II   Course Details

1.   Abstract

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.

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 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%	✓	✓	
		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	
Interactive Lectures	• Concepts, knowledge, survey research skills and problem solving skills relevant to conducting business survey research are introduced. • 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.	✓	✓		✓	✓		
SPSS Laboratories	Students learn and practice statistical computing skills for data organisation, data analysis and data presentation.			✓				
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.	✓	✓	✓	✓	✓	✓	

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: __60__%								
Written Test	✓	✓		✓	✓		15%	
Group Project and Presentation	✓	✓	✓	✓	✓	✓	45%	
Examination: __40__% (duration: 2 hours, if applicable)								
Examination	✓	✓		✓	✓		40%	
							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)
1. Written Test	1.1. Ability to demonstrate understanding of theory, concepts and knowledge pertaining to the construction of business survey	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project and Presentation	2.1. 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 develop engaging narrative based on finding; 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

3. Examination	Ability to apply the theory, concept and practical knowledge of survey design and implementation to conduct case study analysis	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. **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.

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.)

    Nil

2.2 Additional Readings

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

1.	Donald R Copper and Pamela S Schindler, Business Research Methods, 11/e, McGraw-Hill International Editions, 2011
2.	Saunders M, Lewis P, and Thornhill A, Business Research Methods for Business Students, 5/e, Prentice Hall, 2009
3.	Zikmund W G, Babin B J, Carr J C, and Griffin M, Business Research Methods, 8/e, South-Western, 2010
4.	Donald R Copper and Pamela S Schindler: http://highered.mcgraw-hill.com/sites/0073373702/student_view0/index.html
5.	Saunders M, Lewis P, and Thornhill A: http://wps.pearsoned.co.uk/ema_uk_he_saunders_resmethbus_5/