

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2022/2023**

Part I Course Overview

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| Course Title: | <u>Methodology for Applied Business Research I</u> |
| Course Code: | <u>FB8001D</u> |
| Course Duration: | <u>1 semester (39 hours)</u> |
| Credit Units: | <u>3</u> |
| Level: | <u>D8</u> |
| Medium of Instruction: | <u>English</u> |
| Medium of Assessment: | <u>English</u> |
| Prerequisites: <i>(Course Code and Title)</i> | <u>FB8004D Residential Workshop I or prior approval from the course instructor for registration in the course</u> |
| Precursors: <i>(Course Code and Title)</i> | <u>Nil</u> |
| Equivalent Courses: <i>(Course Code and Title)</i> | <u>Nil</u> |
| Exclusive Courses: <i>(Course Code and Title)</i> | <u>Nil</u> |

Part II Course Details

1. Abstract

This course aims to introduce students to scholastic applied research in general business and management, and provide a solid knowledge foundation of social inquiry and business research on which advanced research methods and skills can be developed.

2. Course Intended Learning Outcomes (CILOs)

| No. | CILOs | Weighting | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|--|-----------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Distinguish different philosophies of sciences and understand fundamental principles of knowledge creation in business and management research | | ✓ | ✓ | ✓ |
| 2. | Explain common research methodologies in business and management | | ✓ | ✓ | ✓ |
| 3. | Identify the key issues to be dealt with in each stage of the research process | | ✓ | ✓ | ✓ |
| 4. | Critically analyse relevant research literature, summarising and synthesising major findings in a field of study | | ✓ | ✓ | ✓ |

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)

This course will be taught as a seminar, blending presentations by the instructor with in-class discussions. Students will submit a literature review report and present their findings at the end of the semester.

| TLA | Brief Description | CILO No. | | | | | | Hours/week (if applicable) |
|-------|---|----------|---|---|---|--|--|----------------------------|
| | | 1 | 2 | 3 | 4 | | | |
| TLA 1 | Seminars, in-class discussions, assignments | ✓ | ✓ | ✓ | ✓ | | | |

4. Assessment Tasks/Activities (ATs)

| Assessment Tasks/Activities | CILO No. | | | | | Weighting | Remarks |
|---|----------|---|---|---|--|-----------|---------|
| | 1 | 2 | 3 | 4 | | | |
| Continuous Assessment: _____ % | | | | | | | |
| Coursework | √ | √ | √ | √ | | 100% | |
| Examination: _____ % (duration: _____, if applicable) | | | | | | | |
| | | | | | | 100% | |

5. Assessment Rubrics

Applicable to students admitted in Semester A 2022/23 and thereafter

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B) | Marginal (B-, C+, C) | Failure (F) |
|-----------------|---|--|---|--|---|
| Coursework | Continuous evaluation of students' participation in class discussion during the course and assessment of the report 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. | Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base. | Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature. | Sufficient familiarity with the subject matter to enable the student to progress without repeating the course. | Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature. |

Applicable to students admitted before Semester A 2022/23

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|-----------------|---|--|---|---|--|---|
| Coursework | Continuous evaluation of students' participation in class discussion during the course and assessment of the report 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. | Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base. | Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature. | Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material. | Sufficient familiarity with the subject matter to enable the student to progress without repeating the course. | Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature. |

Part III Other Information

1. Keyword Syllabus

- 1 Philosophies of science; nature of scientific research and social inquiry; objectivity, rationality, causality and ethics in scientific research; research paradigms and traditions in social and business inquiry; meta-analysis; epistemology.
- 2 Logic and scientific reasoning; decision theory.
- 3 Overview of business research methods; balancing needs for relevance, generalization, and validity; framing research questions; quantitative research methods and design; qualitative research methods and design; theory development; model building; measurement; model testing; identifying contributions and limitations of research.
- 4 Conducting of literature review; identifying central problems in a field of study; identifying gaps in the extant literature; summarising and synthesising major contributions in a field of study.

2. Reading List

2.1 Compulsory Readings

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|----|---|
| 1. | Cooper, D.R. and Schindler, P.S.: Business Research Methods. IRWIN, (latest edition) |
| 2. | Creswell, J. W.: Research Design – Qualitative, Quantitative, and Mixed methods approaches. SAGE (latest edition) |
| 3. | Babbie, E.: The Practice of Social Research (latest edition). Wadsworth Publishing Company |

2.2 Additional Readings

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| 1. | An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class. |
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