

City University of Hong Kong
Course Syllabus

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

Part I Course Overview

Course Title: Methodology for Applied Business Research II

Course Code: FB8002D

Course Duration: 1 semester (39 hours)

Credit Units: 3

Level: D8

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: FB8001D Methodology for Applied Business Research I or prior approval from the Programme Director for registration in the course
(Course Code and Title)

Precursors: Nil
(Course Code and Title)

Equivalent Courses: Nil
(Course Code and Title)

Exclusive Courses: Nil
(Course Code and Title)

Part II Course Details

1. Abstract

This course aims to introduce students to examples of interdisciplinary research frameworks in business and management, particularly in the area of knowledge and innovation management, corporate governance and accounting, and international economics. In addition, this course will guide students towards the development of their DBA thesis proposal.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify major contemporary research issues in selected areas of business and management		✓	✓	✓
2.	Apply mixed-methods, multi-disciplinary and interdisciplinary research designs, as appropriate, in the context of addressing complex problems in realistic business settings		✓	✓	✓
3.	Develop a research thesis proposal at the DBA level		✓	✓	✓

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 be required to submit a draft DBA thesis proposal at the end of the semester.

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

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3				
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 draft DBA thesis proposal 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)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Coursework	Continuous evaluation of students' participation in class discussion during the course and assessment of the draft DBA thesis proposal 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. Major research issues in knowledge and innovation management, corporate governance and accounting, and international economics: introduction, evolution, key concepts, global and e-dimensions, current practice, contemporary issues
2. Complex research frameworks in business: examples of mixed-methods, multi-disciplinary and interdisciplinary research designs
3. Developing research proposals: purposes of proposals; research benefits; components and structure of proposals; the writing process; evaluating research proposals

2. Reading List

2.1 Compulsory Readings

1.	Creswell, J. W.: Research Design – Qualitative, Quantitative, and Mixed methods approaches. SAGE (latest edition)
2.	The Harvard Business Review on Knowledge Management, Harvard Business School Press, Boston. 1998.
3.	Amidon, D.: Innovation Strategy for the Knowledge Economy – the Ken Awakening. Butterworth-Heinemann (Latest edition, 1997).
4.	Monks, R. and N. Minow, Corporate Governance, latest edition, Blackwell Publishers.
5.	Tricker, R. I., International Corporate Governance: Text, Readings and Cases, latest edition. Prentice Hall, Simon & Schuster (Asia) Pte Ltd., Singapore.
6.	Dunning, Governments, Globalization, and International Business, Oxford University Press. 1999.
7.	Dunning, Economic Analysis and the Multinational Enterprise. Routledge, 2003.

2.2 Additional Readings

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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