

**City University of Hong Kong**

**Information on a Course  
offered by Department of Management  
with effect from Semester A in 2014 / 2015**

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**Part I**

Course Title:	MAGBM Research Methods for Managers
Course Code:	MGT 6901
Course Duration:	1 Semester
No. of Credit Units:	3
Level:	P6
Medium of Instruction:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	IS6000 Research Methods for the IS Manager

**Part II**

**Course Aims:**

*This course aims to*

- Introduce research methods as a rigorous data and theory driven approach to managerial problem solving.
- To provide students with the knowledge and skills needed to conduct managerial research.
- To develop students that have the ability to use both qualitative and quantitative methods to analyze managerial and organizational problems.
- To produce students will use a data-based approach to critically evaluate challenges facing managers and organizations, and will use data and theory to recommend and evaluate solutions to these challenges.

## Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Describe and explain the roles of qualitative and quantitative research in the development and testing of theory.	--
2.	Given a set of data related to a business problem, select and apply the appropriate analytic technique, and interpret the results.	--
3.	Given a general business problem, identify the appropriate sampling method to use in collecting data.	--
4.	Translate general problems into specific research designs, collect and analyze the data necessary to solve the problem.	--

## 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)*

Semester A (Group Size) : Seminar 39 (40)

ILO No	TLAs	Hours/week (if applicable)
1-4	<u>Readings</u> . One chapter from Research Methods textbook for each week of class.	
1-4	<u>Lecture</u> . The first half of each class is devoted to lecture to explain key concepts and examples, concentrating upon theoretical rather than practical issues.	1 ½ hour / week
2-3	<u>In-class exercise</u> . The final half of each class is devoted to exercises where students are given a problem where they must apply the theoretical and applied material covered in earlier in that class.	1 ½ hour / week

**Approximately**

## 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)*

### 100% Coursework

ILO No	Type of assessment tasks/ activities	Weighting (if applicable)	Remarks
1-4	Participation	10%	During the demonstration and in-class exercises, students are provided with simple questions that illustrate the steps in the current exercise. The demonstration does not continue until the question(s) have been answered.
1-4	Research project	50%	Students are to plan and design a research project which would allow them to address a managerial problem of their choosing. The project is broken into six distinct stages: 1) problem statement; 2) literature review; 3) exploratory (qualitative) work; 4) theory or research model; 5) variable definitions and operationalizations, and 6) sample and data collection.
1-4	In-class examination	40%	Midterm examination concentrates on different basic levels of learning. The lowest level of learning is knowing and explaining key concepts from class. The middle level of learning is in being able to interpret statistical output, while higher levels of learning require the students to suggest an appropriate research strategy when provided a managerial problem or research question.

**Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

### Part III

#### Keyword Syllabus:

In order to solve any problem, you must first ask what information is needed in order to solve that problem. Once it is known what information is needed, it is then necessary to collect and analyze data that will provide the needed information. Research methods is thus about the use of data and theories in order to solve managerial problems and making decisions.

#### Recommended Reading:

##### Text(s):

Ghauri, Pervex & Kjell Gronhaug. *Research Methods in Business Studies: A Practical Guide, 3rd Edition*. Prentice-Hall.

##### Other Readings:

Pfeffer, Jeffrey & Robert I. Sutton. (2006). Evidence-Based Management. *Harvard Business Review*, 84(1), 62-74.

Bazerman, Max H. & Dolly Chugh. (2006). Decisions Without Blinders. *Harvard Business Review*, 84(1), 88-97

Hammond, John S., Ralph L. Keeney, & Howard Raiffa. (2006). The Hidden Traps in Decision Making. *Harvard Business Review*, 84(1), 118-126.

Shapiro, Eileen. (1997) Managing in the Age of Gurus. *Harvard Business Review*, 75(2), 142- .

King, Nigel. (1998) "The Qualitative Research Interview." In Cassell, C. & G. Symon (Eds.) *Qualitative Methods in Organizational Research: A Practical Guide*. London: Sage Publications.

#### Online Resources:

**SPSS for Windows documentation:** *Statistical Software Tutorials*. Information Technology Services at the University of Texas – Austin.

##### *Getting Started*

[www.utexas.edu/its/rc/tutorials/stat/spss/spss1/index.html](http://www.utexas.edu/its/rc/tutorials/stat/spss/spss1/index.html)

##### *Descriptive and Inferential Statistics*

[www.utexas.edu/its/rc/tutorials/stat/spss/spss2/index.html](http://www.utexas.edu/its/rc/tutorials/stat/spss/spss2/index.html)

##### *Displaying Data*

[www.utexas.edu/its/rc/tutorials/stat/spss/spss3/index.html](http://www.utexas.edu/its/rc/tutorials/stat/spss/spss3/index.html)

##### *Data Manipulation (Section 7 only)*

[www.utexas.edu/its/rc/tutorials/stat/spss/spss4/index.html](http://www.utexas.edu/its/rc/tutorials/stat/spss/spss4/index.html)