

FB6917P: SOCIAL RESEARCH METHODS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Social Research Methods

Subject Code

FB - College of Business (FB)

Course Number

6917P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course explains social research methods and improves students' ability to carry out social research topic selection, research design, data collection and analysis, and essay writing. The course mainly introduces the qualitative and quantitative research methods of social science, combined with the study of research templates to strengthen and improve students' research capabilities. This course is based on graduate training requirements, combined with classroom lectures and discussions and other methods. Students are required to read the relevant course reference materials before class, actively participate in class discussions, and complete the assignment.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain common research methodologies and understand fundamental principles of knowledge creation in social research.		x	x	
2	Design survey questionnaire to collect relevant data, choose to implement one of several possible survey sampling methods and be able to explain the strengths and limitations of any chosen methods.			x	x
3	Use relevant statistical tools and computer software to analyse survey data and to produce statistical outputs.			x	x
4	Summarize analyze and interpret the statistical output and use these results to test interpretations/ inferences related to the original research questions.		x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Identify and recognize the related concepts and principles in social research methods.	1, 2	

2	Readings	Consolidate the understanding of lecture information by reading literature/ articles/ cases that shared among students.	1, 2, 3	
3	Assignments	Apply knowledge learned from the lectures to analyse assigned topics, discuss and present the findings on the specific topics.	1, 2, 3, 4	
4	Case studies and in-class discussion	Case studies and in-depth class discussions will be used frequently throughout the course.	1, 2	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class Participation	1, 2	20	-	Yes
2	Group Assignment	1, 2, 3, 4	50	-	Yes
3	Individual Assignment	1, 2, 3, 4	30	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Contribute frequently to the class discussions, promoting exchange of ideas from different perspectives.

Good

(B+, B, B-) Contribute regularly to the class discussions, promoting exchange of ideas from different perspectives.

Fair

(C+, C, C-) Contribute from time to time to the class discussions, promoting exchange of ideas from different perspectives.

Marginal

(D) Contribute occasionally to the class discussions, promoting exchange of ideas from different perspectives.

Failure

(F) Fail to contribute to the class discussions.

Assessment Task

Group Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of firm grasp of the subject knowledge and achieving the stated CILOs. Students have demonstrated very strong overall ability to discover and innovate, and showed very strong evidence of accomplishments of discovery.

Good

(B+, B, B-) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

Fair

(C+, C, C-) Some evidence of achieving the stated CILOs. Students have demonstrated some ability to discover and innovate, and showed satisfactory evidence of accomplishments of discovery.

Marginal

(D) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

Failure

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

Assessment Task

Individual Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Demonstrate an excellent understanding of the topics covered.

Good

(B+, B, B-) Demonstrate a good understanding of the topics covered.

Fair

(C+, C, C-) Demonstrate an adequate understanding of the topics covered.

Marginal

(D) Demonstrate basic understanding of the topics covered.

Failure

(F) Unable to demonstrate basic understanding of the topics covered.

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Contribute frequently to the class discussions, promoting exchange of ideas from different perspectives.

Good

(B+, B) Contribute regularly to the class discussions, promoting exchange of ideas from different perspectives.

Marginal

(B-, C+, C) Contribute occasionally to the class discussions, promoting exchange of ideas from different perspectives.

Failure

(F) Fail to contribute to the class discussions.

Assessment Task

Group Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of firm grasp of the subject knowledge and achieving the stated CILOs. Students have demonstrated very strong overall ability to discover and innovate, and showed very strong evidence of accomplishments of discovery.

Good

(B+, B) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

Marginal

(B-, C+, C) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

Failure

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

Assessment Task

Individual Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Demonstrate an excellent understanding of the topics covered.

Good

(B+, B) Demonstrate a good understanding of the topics covered.

Marginal

(B-, C+, C) Demonstrate basic understanding of the topics covered.

Failure

(F) Unable to demonstrate basic understanding of the topics covered.

Part III Other Information

Keyword Syllabus

Social research, scientific thinking, quantitative and qualitative research paradigms, problem formulation, research process, ethical considerations classifying and reading research, argumentation analysis, organising, expressing, mapping and analysing ideas design strategies, sampling, validity and reliability in measurement secondary data, primary data – survey, experiment, interview, focus group, field observation, case study, simulation STAT

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	艾尔·巴比，2016，《社会研究方法（第十一版）》，邱泽奇译，华夏出版社。
2	加里·戈茨著，尹继武译. (2014). 概念界定：关于测量、个案和理论的讨论. 重庆大学出版社.
3	布莱德本 N. , 萨德曼 S. , 万辛克 & B. . (2011). 问卷设计手册: 市场研究、民意调查、社会调查、健康调查指南. 重庆大学出版社.
4	罗伯特·F.德威利斯著，席仲恩，杜珏译. (2016). 量表编制：理论与应用. 重庆大学出版社.
5	蓝石. (2011). 社会科学定量研究的变量类型、方法选择及范例解析. 重庆大学出版社.
6	劳伦斯·汉密尔顿 & 郭志刚. (2011). 应用STATA做统计分析. 重庆大学出版社.
7	克里斯托弗·F.鲍姆. (2012). 用Stata学计量经济学. 中国人民大学出版社.
8	陈强.(2016).计量经济学及Stata应用. 高等教育出版社.