

FB8001I: METHODOLOGY FOR APPLIED BUSINESS RESEARCH I

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Methodology for Applied Business Research I

Subject Code

FB - College of Business (FB)

Course Number

8001I

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

D8 - Professional Doctorate

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

FB8004I Residential Workshop I or prior approval from the course instructor for registration in the course

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Distinguish different philosophies of sciences and understand fundamental principles of knowledge creation in business and management research.		x	x	x
2	Explain common research methodologies in business and management.		x	x	x
3	Identify the key issues to be dealt with in each stage of the research process.		x	x	x
4	Critically analyse relevant research literature, summarising and synthesising major findings in a field of study.		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	LTA 1	Seminars, in-class discussions, assignments	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Coursework	1, 2, 3, 4	100	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Coursework

Criterion

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.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III Other Information

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.

Reading List

Compulsory Readings

Title	
1	研究是一门艺术- 新华出版社
2	管理研究方法论 (李怀祖) – 西安交通大学出版社
3	管理与组织研究必读的40个理论 平装 杰弗里·A.迈尔斯 (Jeffrey Miles) (作者), 徐世勇 (译者), 李超平 (译者)
4	管理与组织研究常用的60个理论, 徐世勇, 李超平

Additional Readings

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