

FB8002D: METHODOLOGY FOR APPLIED BUSINESS RESEARCH II

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Methodology for Applied Business Research II

Subject Code

FB - College of Business (FB)

Course Number

8002D

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

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

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify major contemporary research issues in selected areas of business and management		x	x	x
2	Apply mixed-methods, multi-disciplinary and interdisciplinary research designs, as appropriate, in the context of addressing complex problems in realistic business settings		x	x	x
3	Develop a research thesis proposal at the DBA level		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	

Additional Information for LTAs

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.

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?	
1	Coursework	1, 2, 3	100	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)

Assessment Task

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

Criterion

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.

Excellent

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

Good

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

Fair

(C+, C, C-) Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

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

Failure

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

Assessment Task

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

Criterion

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.

Excellent

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

Good

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

Marginal

(B-, C+, C) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F) 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. 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

Reading List**Compulsory Readings**

Title	
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.

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.