

FB8002I: 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

8002I

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

Prerequisites:

(Course Code and Title) FB8001I Methodology for Applied Business Research 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

Building on the foundation of Methodologies for Applied Business Research I, this course aims at further developing students' knowledge and skills in the application of both quantitative and qualitative research methods to address research problems.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Select, develop and apply appropriate research methodologies to solve business research problems, and identify the pros and cons of different research methodologies.		x	x	x
2	Be conversant with common quantitative and qualitative techniques used in business research design, data collection and analysis.		x	x	x
3	Analyse, interpret and present research findings rigorously and systematically.		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	

Assessment Tasks / Activities (ATs)

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

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. Quantitative research design and methods: specifying research questions, building research models and developing hypotheses; construct development measurement; data collection: focus groups, survey, observation, experiments; analysis and presentation of data: data preparation and preliminary analysis; hypothesis testing; bivariate analysis - correlation, linear regression, non-parametric tests; multivariate analysis - dependency techniques (multiple regression, discriminant analysis, MANOVA, canonical analysis, LISREL, PLS, conjoint analysis), interdependency techniques (factor analysis, cluster analysis, multidimensional scaling).
2. Qualitative research design and methods: paradigmatic assumptions of qualitative research; interpretive research; action research, case study research; data sources and analysis of qualitative data; considerations on objectivity, validity and rigor in a qualitative and naturalist research setting.
3. Interpreting and presenting research results: components and structure of research reports; the writing process; presentation of statistics; oral presentation; publishing research reports; refereeing processes for scholarly publications; evaluating research reports.

Reading List

Compulsory Readings

Title	
1	网络调查研究方法概论, 赵国栋着 北京大学出版社
2	管理学的实证研究方法入门, 黄晓治, 孔庆民编着, 机械工业出版社.

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.