

FB8003D: METHODOLOGY FOR APPLIED BUSINESS RESEARCH III

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Methodology for Applied Business Research III

Subject Code

FB - College of Business (FB)

Course Number

8003D

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

FB8002D Methodology for Applied Business Research II 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

Building on the foundation of Methodologies for Applied Business Research, 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	

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 complete individual projects on research methods and make class presentations.

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 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

(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 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

(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. 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	Cooper, D.R. and Schindler, P.S.: Business Research Methods. IRWIN, (latest edition, 2000)
2	Babbie, E.: The Practice of Social Research (13th edition, 2012). Cengage Learning.
3	Creswell, J. W.: Research Design – Qualitative, Quantitative, and Mixed methods approaches. SAGE (latest edition)

Additional Readings

Title	
1	Fowler, F.: Survey Research Methods (Applied Social Research Methods) (3rd edition, 2001). SAGE Publication.
2	Huck, S.: Reading Statistics and Research (with Research Navigator). Ally & Bacon, 4th edition, 2003.
3	Kerlinger, F., Lee, H. B.: Foundations of Behavioral Research (4th edition, 1999). Wadsworth Publishing.
4	Yin, R.: Case Study Research: Design and Methods (Applied Social Research Methods) (3rd edition, 2002). SAGE Publication.
5	Norusis, M.J.: SPSS 13.0 Guide to Data Analysis, Prentice Hall, 2005.
6	Pedhazur, E. and Schmelkin, L.: Measurement, Design, and Analysis: An Integrated Approach. Hillsdale, N.J.: Lawrence Erlbaum Associates, 1991.
7	Groebner, D. F., Shannon, P. W. and Fry, P. C.: Business Statistics. Pearson, 9th Form 2B[R], 27.07.12 4 Edition, 2013.
8	An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class.