

# MS3224: BUSINESS SURVEY DESIGN

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Business Survey Design

### Subject Code

MS - Decision Analytics and Operations

### Course Number

3224

### Academic Unit

Decision Analytics and Operations (DAOS)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

CB2200 Business Statistics or equivalent

### Equivalent Courses

Nil

### Exclusive Courses

MKT3602 Marketing Research

## Part II Course Details

### Abstract

This course aims to:

- Provide students with knowledge about the nature of survey research and the fundamental methodology of conducting survey research in the business field.
- Provide students with statistical techniques to help with research design, sample design, questionnaire design, fieldwork procedure, data analysis and the presentation of results.
- Develop students' computing and analytical skills to solve real-world problems.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify a research problem and determine the information that is needed to address it	10	x	x	
2	Design a survey process by selecting the appropriate survey methods and sampling procedure in a business research study	30		x	
3	Demonstrate competence in using appropriate platform and software (SPSS and Excel) in data collection and analysis	30	x	x	x
4	Draw conclusions and provide recommendations based on the collected survey data	20			x
5	Communicate and explain effectively research findings to the management	10		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	<p>Students will engage in interactive lecture to gain knowledge about survey design and data analysis techniques.</p> <p>Students will work in groups to brainstorm and discuss the contents and structure of a questionnaire to be used in collecting data for the survey research project.</p> <p>Students will conduct a pre-test on a designed questionnaire, and report back to class after group discussions.</p>	1, 2, 3, 4, 5	
2	SPSS Workshops	Students will follow instructor's demonstration and practice statistical computing skills for data organisation and data analysis.	3	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?	
1	Group Project	1, 2, 3, 4, 5	50	Students can use AI tools to suggest interpretation for the data analysis; they are required to critically select the appropriate analysis and interpretations.	Yes

**Continuous Assessment (%)**

50

**Examination (%)**

50

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

## Group Project and Presentation

### Criterion

Ability to design a survey for the identified research questions; Ability to conduct appropriate data analysis and interpret findings for making performance-improving recommendations to address the business research questions; Ability to demonstrate team-based learning and teamwork.

### Excellent (A+, A, A-)

High

### Good (B+, B, B-)

Significant

### Fair (C+, C, C-)

Moderate

### Marginal (D)

Basic

### Failure (F)

Not even reaching marginal levels

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## Assessment Task

Written examination

### Criterion

Ability to apply survey techniques and data analysis skills to solve research problems.

### Excellent (A+, A, A-)

High

### Good (B+, B, B-)

Significant

### Fair (C+, C, C-)

Moderate

### Marginal (D)

Basic

### Failure (F)

Not even reaching marginal levels

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## Part III Other Information

### Keyword Syllabus

#### Introduction to Survey Methods

The role of surveys in decision making. Census versus sample survey. Official surveys in Hong Kong. Important points to note in conducting surveys. Survey research process.

#### Measurement and Scaling Techniques

Measurement scales. Measuring attitudes. Designing itemized rating scales. Measurement accuracy.

**Questionnaire Design**

Attributes of an effective questionnaire. Questionnaire design process. Overcoming inability to answer. Overcoming unwillingness to answer. Choosing question structure and wording. Reproduction of the questionnaire. Pretesting.

**Sample Design**

The sampling design process. Choosing between random and non-random designs. Sampling error. Nonsampling error. Response error. Nonresponse error.

**Sampling Procedures**

Nonprobability sampling techniques. Probability sampling techniques. Estimation and bound on error. Statistical approach to determining sample size. Nonresponse issues in sampling.

**Data Collection and Preparation**

Primary data-collection methods. (telephone methods, personal methods, mail methods, electronic and other data collection methods including use of social media and social network). Selecting data-collection methods. Potential survey problems. The data-preparation process.

**Data Analysis**

Use of SPSS for developing charts and tables. Review of statistics associated with frequency distribution and tests. Cross-tabulations. Chi-square and other nonparametric test. Review of regression analysis. Binary logistic regression.

**Communication of Research Results**

The report preparation and presentation process. Report format. Common errors in written report. Graphical presentation of research results. Guidelines for oral presentation.

**Reading List****Compulsory Readings**

Title	
1	Naresh K. Malhotra, Marketing Research – An Applied Orientation, 7th edition, Pearson Education International, 2019.
2	Fred M. Feinberg, Thomas C. Kinnear, James R. Taylor, Modern Marketing Research: Concepts, Methods, and Cases, 2nd edition, Cengage Learning, 2013.
3	Naresh K. Malhotra, Daniel Nunan, David F. Birks, Marketing Research: An Applied Approach, 5th edition, Pearson Education International, 2017.
4	Pamela S. Schindler, Business Research Methods, 13th edition, McGraw Hill Education, 2019.

**Additional Readings**

Title	
1	Online Resources: Census and Statistics Department, HKSAR. <a href="http://www.censtatd.gov.hk">http://www.censtatd.gov.hk</a>