

# City University of Hong Kong

## Information on a Course offered by the College of Business with effect from Semester A in 2012/ 2013

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### Part I

**Course Title:** Methodology for Applied Business Research I

**Course Code:** FB8001D

**Course Duration:** 1 semester (39 hours)

**Credit Units:** 3

**Level:** D8

**Medium of Instruction:** English

**Prerequisites:** FB8004D Residential Workshop I *or* prior approval from the course instructor for registration in the course

**Precursors:** Nil

**Equivalent Courses:** Nil

**Exclusive Courses:** *(Course Code and Title)* Nil

### Part II

#### Course Aims

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)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	Distinguish different philosophies of sciences and understand fundamental principles of knowledge creation in business and management research	
2.	Explain common research methodologies in business and management	
3.	Identify the key issues to be dealt with in each stage of the research process	
4.	Critically analyse relevant research literature, summarising and synthesising major findings in a field of study	

## Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

This course will be taught as a seminar, blending presentations by the instructor with in-class discussions. Students will submit a literature review report and present their findings at the end of the semester.

CILO No.	TLAs	Hours/week (if applicable)
CILO 1	Seminars, in-class discussions, assignments	
CILO 2	Seminars, in-class discussions, assignments	
CILO 3	Seminars, in-class discussions, assignments	
CILO 4	Seminars, in-class discussions, assignments	

## Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1 - 4	Coursework	100 %	

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.

**Grading of Student Achievement:** Grading mode: (A+, A, A-.....F)

## Part III

### 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.

### **Recommended Reading**

#### **Text(s)**

#### 1 *Essential Reading*

Cooper, D.R. and Schindler, P.S.: Business Research Methods. IRWIN, (latest edition)

Creswell, J. W.: Research Design – Qualitative, Quantitative, and Mixed methods approaches. SAGE (latest edition)

Babbie, E.: The Practice of Social Research (latest edition). Wadsworth Publishing Company.

#### 2 *Supplementary Reading*

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

### **Online Resources**