

Subject Code	AF5952/LGT5952/MM5952
Subject Title	Introduction to Research Methods in Business
Credit Value	1
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	<p>Co-requisite: <u>For MSc in Business Management Programme</u> AF5953/LGT5953/MM5953 BM Business Research Project <u>For MSc in China Business Studies Programme</u> AF5954/LGT5954/MM5954 CBS Business Research Project</p> <p>Exclusion: <u>For MSc in Business Management Programme</u> FB5003 International Experience <u>For MSc in China Business Studies Programme</u> AF5626 China Immersion Experience</p>
Role and Purposes	<p>This subject contributes to the following programme outcome(s):</p> <p><u>MSc in Business Management (MSc BM) Programme</u> “Global Outlook” (Outcome 5)</p> <p><u>MSc in China Business Studies (MSc CBS) Programme</u> “Business Ethics in China” (Outcome 2) and “Cultural Impact on China Business” (Outcome 3)</p> <p>This is a fallback arrangement for FB5003 (for MSc BM) and AF5626 (for MSc CBS). Students who are unable to undertake FB5003 (for MSc BM)/AF5626 (for MSc CBS) for exceptional reasons/under extenuating circumstance will take this subject and its co-requisite “BM Business Research Project” (for MSc BM)/ “CBS Business Research Project” (for MSc CBS) with the Programme Director’s special approval to replace FB5003 (for MSc BM)/AF5626 (for MSc CBS).</p> <p>This subject provides students with the basic research methods and enables them to conduct independent research in fields related to business and management for MSc BM/ China business for MSc CBS. Specifically, this subject enables students to equip with the necessary skills required to undertake a substantial supervised research project at a Master’s degree level and this research project is designed to achieve the programme outcome(s) “Global Outlook” for MSc BM/ “Business Ethics in China” and “Cultural Impact on China Business” for MSc CBS.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> formulate theoretically grounded research questions. exhibit skills essential to the planning and conduct of rigorous research.
Subject Synopsis/ Indicative Syllabus	<p><u>Hypothesis Development</u> Null hypothesis; Hypothesis testing (single mean, two means, & proportions); Normal distribution; Student’s t-distribution; p-value.</p> <p><u>Regression Analysis</u> Correlation analysis; Simple regression; Multiple regression; Dummy variables</p> <p><u>Data Collection Methods and Sampling</u> Questionnaire design; ways of administering questionnaires; survey and sampling</p>

	<p>methods; causes of bias in surveys; internal and external validity.</p> <p><u>The Research Report</u> Purposes; audience; characteristics of a well-written report; integral parts of the report.</p>																																																																					
Teaching/Learning Methodology	<p>This subject will be taught in lectures.</p> <p>This subject equips students with knowledge on research methodology for the co-requisite subject “Business research project”. Students must take this subject and its co-requisite subject “Business research project” in the same semester. This subject will be offered below the minimum enrolment of 10 students when the number of students taking “Business research project” is below 10.</p>																																																																					
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="8">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Individual assignment</td> <td>40%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Quiz</td> <td>50%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Class participation</td> <td>10%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p><i>Assessment methods 1 to 3 are designed to ensure that students can achieve the intended subject learning outcomes in a steady process. These assessment methods enable them to conduct an independent research in the relevant field to achieve the programme outcome(s) “Global Outlook” for MSc BM/ “Business Ethics in China” and “Cultural Impact on China Business” for MSc CBS.</i></p> <p><i>There is one individual assignment (40%). Students are assigned with one set of questions and are required to explain and elaborate the answers in their written assignments. This will allow the instructors to observe and assess individual student’s achievement of learning outcomes based on the coverage of the assigned problem set questions.</i></p> <p><i>There is one quiz (50%). Quiz is used to gauge how much students have understood the overall subject contents and to assess students’ achievement of learning outcomes.</i></p>		Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)								a.	b.							Continuous Assessment*	100%									1. Individual assignment	40%	√	√							2. Quiz	50%	√	√							3. Class participation	10%	√	√							Total	100 %								
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Student Study Effort Expected	<p>Class contact:</p> <ul style="list-style-type: none"> ▪ Lectures <p>Other student study effort:</p>	<p>13 Hrs.</p>																																																																				

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	Total student study effort	39 Hrs.
Reading List and References	As determined by the subject lecturer(s)	

August 2022