Subject Code	MM6013
Subject Title	Applied Business Research Methods I
Credit Value	3
Level	6
Normal Duration	1-semester
~~**Pre-requisite/ Co-requisite/**~~ **Exclusion**	Introduction to Qualitative Research (MM6012)
Objectives	This subject contributes to the achievement of the DFinTech program outcome by acquiring students' ability to conduct original applied research in tech-related business areas (Outcome 3). The main purpose of this subject is to provide students with a fundamental philosophy and framework on both qualitative and experimental approaches to research. It is expected that students would draw useful reference on the concepts, methodologies, practical applications and limitations throughout the course and understand how these methods can be used in artificial intelligence and entrepreneurship. Practical examples on research design will be elaborated and discussed so that students can enhance their understanding and ability in conducting a similar project on their own.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. understand key concepts underlying qualitative approaches to research; b. understand the designs and analyses used by experimental researchers; c. use qualitative and experimental research methods in the fintech context; d. understand qualitative and experimental designs in relation to artificial intelligence and entrepreneurship research topics.
Subject Synopsis/ Indicative Syllabus	• The characteristics of the qualitative or phenomenological approach and its roots in the interpretive paradigm. Its advantages and disadvantages in relation to positivism. • Designing qualitative research. Case study research. Generating qualitative data: interviewing, observation, documents. Sampling and selecting. • Sorting organizing and indexing qualitative data. Producing analyses and explanations. • Fundamental concepts in experimental research: Hypothesis testing, validity, and control • Variable measurement and sampling methods • Experimental and quasi-experimental designs. Data analysis.
Teaching/Learning Methodology	The teaching format of the subject will be based on various workshops. An interactive learning approach will be used throughout the seminars where students are exposed to enquiry methods and activities to encourage and develop applications, problem solving and critical thinking skills. Active participation in this subject is required.

	Assessment Methods in Alignment with Intended Learning Outcomes						

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
		a.	b.	c.	d.
Continuous Assessment*	**100%**				
1. Group project	30%		✓	✓	
2. Individual research report	40%	✓		✓	
3. Individual reflection on method application in AI/Enptrepreneurship	10%	✓	✓		✓
4. Class participation	20%	✓	✓	✓	
Total	100 %				

*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –

Group project is intended to provide students with an opportunity to conduct a behavioral experiment. Working in a small team, students are required to design and to implement an experiment. Together, the team will first identify an interesting area and then research on a proposed topic. After identifying such a topic, they need to narrow down their topic further into a few falsifiable research problems, and subsequently, formulate theory driven and testable hypotheses. Based on the hypotheses, students need to design the experiment, collect and analyze the data, and report their findings.

Individual research report is designed to train student to learn how to conduct practical research work on their own. Each student will take initiative to discuss research ideas with classmates and lecturers, and decide on the design of a specific research topics suitable for further exploration. Each student is required to write a report on his/her research plan. By such assessment, it is expected that their understanding on the concepts of qualitative approaches to research will be enhanced.

Individual reflection is designed to assess students' understanding about how qualitative and quantitative methods can be used to understand artificial intelligence and entrepreneurship topics.

Class participation and interaction is a necessary means of assessment at such a high level workshop as it will provide good feedback to each individual classmate on their research ideas. The experience sharing session in the workshop will be assessed by class participation. It will help clarify the concepts, methodology and critical success factors in performing research project.

Feedback is given to students immediately following the presentations and all students are invited to join this discussion.

Student Study Effort Expected	Class contact:	
	▪ Lectures	30 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	30 Hrs.
	▪ Preparation for assignment / group project and presentation	60 Hrs.
	Total student study effort	120 Hrs.
Reading List and References	Students will read 6 book chapters and/or journal articles for each of the four days in the module. The reading lists will be updated every year.	

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Recommended textbooks:

For experimental designs and analyses:

Kerlinger, F. N., & Lee, H. B. 2000. Foundations of behavioral research. 4th Edition. Fort Worth, TX: Harcourt.   (This book is now very hard to find, but highly recommend)

Shadish, W.R., Cook, T.D., & Campbell, D.T. 2002. Experimental and quasi-experimental designs for generalized causal inference. Boston, MA: Houghton Mifflin.

Schwab, D. P. 2005. Research methods for organizational studies. 2nd Edition. Mahwah, NJ: Lawrence Erlbaum. (available at PolyU library as an e-book)

For qualitative designs and analyses:

Charmaz, K. 2014. Constructing Grounded Theory. (2nd ed.) Thousand Oaks, CA: Sage.

Miles, M. B., Huberman, A. M., & Saldana, J. 2020. Qualitative Data Analysis: A Methods Sourcebook. (4th ed.) Thousand Oaks, CA: Sage.

Yin, R. K. 2018. Case Study Research and Applications: Design and Methods. 6th Edition. Thousand Oaks, CA: Sage.

For Mixed Method Designs:

Creswell, J. W., & Clark, V. L. P. 2017. Designing and conducting mixed methods research, 3rd ed. Los Angeles, CA: Sage.

For those who can read Chinese:
陈晓萍 & 沈伟, 2018. 组织与管理研究的实证方法（第三版）. 北京大学出版社：北京。
(This book represents the highest level of collective knowledge of the most globally recognized Chinese scholars in management and marketing.)

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