

Subject Code	MM602																																						
Subject Title	Business Research Analysis and Design																																						
Credit Value	3																																						
Level	6																																						
Normal Duration	1-semester																																						
Pre-requisite/ Co-requisite/ Exclusion	None																																						
Objectives	This subject contributes to the achievement of the DBA/DMgt outcome by sharpening students' ability to conduct original applied research and ethical awareness in business administration, laying the foundation for lifelong learning within Hong Kong and global contexts (Outcome 3). The purpose of this course is to provide participants with the fundamental knowledge and skills of applied business research. Conducting research involves ethics and making numerous choices – choices about strategy, designs, operations, and analyses. In this subject, we will discuss the strengths and weaknesses associated with the various choices. You will learn that there are many external constraints placed on researchers and that there is no one best method for answering a research question. Instead, knowledge is the result of a triangulation of methods.																																						
Intended Learning Outcomes	Upon completion of the subject, students will be able to: - understand the processes of research; - critically review published material in academic and professional journals; - understand some basic tools in data analytics; - appreciate the value and importance of practicing business ethics in the corporate world.																																						
Subject Synopsis/ Indicative Syllabus	• Introduction to Management Research and Philosophy of Science • Research Problems, Theories, and Hypotheses • Research Strategies, Design, and Data Collection • Qualitative Research • Measurement • Quantitative Research • Reporting Results/Interpretation/Evaluations																																						
Teaching/Learning Methodology	The basic material will be presented through informal seminars; various exercises, review of published work and group discussions would be undertaken.																																						
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="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr> <tr> <th>a.</th><th>b.</th><th>c.</th><th>d.</th></tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td><td>100%</td><td></td><td></td><td></td><td></td></tr> <tr> <td>1. Research proposal</td><td>90%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr> <tr> <td>2. Individual reflective essay</td><td>10%</td><td></td><td></td><td></td><td>✓</td></tr> <tr> <td>Total</td><td>100 %</td><td colspan="4"></td></tr> </tbody> </table> <i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a.	b.	c.	d.	Continuous Assessment*	100%					1. Research proposal	90%	✓	✓	✓	✓	2. Individual reflective essay	10%				✓	Total	100 %				
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																					
		a.	b.	c.	d.																																		
Continuous Assessment*	100%																																						
1. Research proposal	90%	✓	✓	✓	✓																																		
2. Individual reflective essay	10%				✓																																		
Total	100 %																																						

	To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge. To pass this subject, students are required to obtain Grade D or above in the overall subject grade. Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: The written individual assignment in the form of reflective essay will be used to assess students' ethical awareness in business administration.	
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	<u>Recommended Texts</u> Babbie, E. 2004. <i>The practice of social research</i>. (10th Ed.). Blumberg, B., Cooper, D. R., & Schindler, P. S. 2005. <i>Business research methods</i>. London: McGraw-Hill. Sekaran, Uma. 2000. <i>Research methods for business: A skill building approach</i>. (3rd Ed.), New York: Wiley. <u>Useful Additional Texts</u> Aneshensel, C. 2002. <i>Theory-based data analysis for the social sciences</i>. Thousand Oaks. Pine Forge Press. Loughran, T. and B. McDonald, 2016, Textual Analysis in Accounting and Finance: A Survey, <i>Journal of Accounting Research</i> v54n4, 1187-1230. Van De Ven, A. 2007. <i>Engaged scholarship: a guide for organizational and social research</i>. Oxford UP.	