

Subject Description Form

Subject Code	MM3011
Subject Title	Research Methods for Management
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Quantitative Methods for Business (AMA2101) or Introduction to Statistics for Business (AMA1501) or equivalent
Objectives	This subject provides an introduction to the use of research as a problem-solving tool. The aims of this subject are to offer students a broad spectrum of research topics which enable them, first of all, to appreciate the intricacies of research, and also, to acquire the skills and knowledge required for them to do research work independently. Students who plan to do their final year projects should find this subject helpful in terms of formulating research questions, implementing a research plan to collect data and subsequently, analyzing research evidence that leads to a valid conclusion.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Formulate theoretically grounded research questions and apply the learned principles and skills in business and management research; b. Design appropriate sampling strategies, collect, analyse, interpret data, as well as exhibit skills essential to the planning and conduct of a research proposal which may form the basis of their Management Capstone Project; (BBA Outcome 14) c. Appreciate the applications of data science to solving business problems; d. Identify the range of channels for disseminating research and demonstrate the ability to communicate research findings effectively, both orally and in written form, to the business research and practitioner communities.
Subject Synopsis/ Indicative Syllabus	<p>The Hallmarks of the Scientific Method</p> <p>Overview of Research Process Problem definition; types of variable; theory construction</p> <p>Elements of Research Design Exploratory study; descriptive study; hypothesis testing study Causal vs. Correlational study Interference, study setting, unit of analysis & time horizon</p> <p>Experimental Design Manipulation of variables Threats to internal validity Types of experimental designs</p> <p>Measurement Measurement of variables Measurement of scales</p>

	<p>Data Collection Methods Observations Interviews Surveys</p> <p>Sampling Strategies Probability and Non-probability sampling Statistical power and sample size</p> <p>Statistics I: Data Analysis & Interpretation Editing, describing, summarizing, and plotting the data Reliability coefficients Strength of a relationship</p> <p>Statistics II: Data Analysis & Interpretation Comparing means of two independent groups Comparing means of three or more independent groups Post Hoc pair-wise comparisons Two-way ANOVA Testing and interpreting interaction effects</p> <p>Statistics III: Data Analysis & Interpretation Simple regression Multiple regression analysis Multi-collinearity and Tolerance/Variance Inflation Factor (VIF) Exploratory factor analysis and reliability analysis Data science</p>
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Teaching/Learning Methodology	Lectures cover the core principles and concepts of the subject syllabus. Seminars are structured to enhance students’ understanding of relevant concepts through various kinds of activities, including presentation and discussion.
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Assessment Methods in Alignment with Intended Learning Outcomes			<i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i>			
	<i>Specific assessment methods/tasks</i>	<i>% weighting</i>	a	b	c	d
	Continuous Assessment	100%				
	1. In-Class Participation	10%	✓	✓	✓	✓
	2. Individual Assignment	30%	✓	✓	✓	✓
	3. Group Seminar Presentations & Reports	50%	✓	✓		✓
	4. Peer Assessment	10%	✓			
	Total	100 %				
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>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.</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: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ In-Class Participation - lectures, seminar sessions and usage of Blackboard. Assessment on participation will be based on a combination of factors such as attendance, intellectual discourse and other quality responses in classroom. ▪ Individual Assignment – Working on an individual basis, students will be asked to appreciate the applications of data science to solving business problems. ▪ Group Seminar Presentations & Reports – Working on a group basis, students will research and analyze a business/management problem, drawing on theoretical models, gathering necessary information and finally drawing a sound and valid conclusion based on the findings of their study. ▪ Peer Assessment – This is an exercise for students to experience the group behavior theories and concepts learned in previous classes. Students have to provide ratings to all the group members based on their contribution to the research project. 	
Student Study Effort Expected	Class contact:	
	Lectures	39 Hrs.
	Other student study effort:	
	Preparation for lectures	42 Hrs.
	Preparation for assignment/group project and presentation	84 Hrs.
	Total student study effort	165 Hrs.
Reading List and References	<p><i>Recommended Textbook and References</i></p> <p><i>Recommended Textbook</i> Bougie, R., & Sekaran, U. (2020). <i>Research Methods for Business – A Skill Building Approach</i>. NY: John Wiley & Sons.</p> <p><i>References</i> Bowerman, B. L., Drougas, A. M., Duckworth, W. M., Froelich, A. G., Hummel, R. M., Moninger, K. B., & Schur, P. J. (2019). <i>Business Statistics and Analytics in Practice</i>. NY: McGraw-Hill.</p> <p>Ghuri, P., Gronhaug, K., & Strange, R. (2020). <i>Research Methods in Business Studies</i>. UK: Cambridge University Press.</p> <p>Schindler, P. S. (2019). <i>Business Research Methods</i>. NY: McGraw-Hill.</p> <p>Yin, R. K. (2018). <i>Case Study Research and Applications: Design and Methods</i>. Thousand Oaks, CA: SAGE.</p>	