

Syllabus form

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT6505
Subject Title	Research Design and Methodology
Credit Value	3
Level	6
Normal Duration	1-semester
Pre-requisite Co-requisite/ Exclusion	Nil
Objectives	<p>This subject contributes to the following Intended Learning Outcomes for the doctoral programme: Doctor of International Shipping and Port (D.ISP):</p> <p>#4 Applied Research and Create Knowledge in International Shipping and Port Administration.</p> <p>This course will utilise problem-oriented research-based teaching methods to stimulate students' interest in discovering and studying management problems through various forms of training. It will gradually cultivate students' ability to judge and solve practical management problems based on the techniques learnt in the research methodology course. The course will also establish good academic ethics and improve the academic standardisation of thesis writing.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none">A. understand the connotation of management research design and methods.B. understand the current status of management research.C. understand the main paradigm of management research.D. evaluate, select and apply appropriate methods to solve management research problems.E. design a reasonable research plan for the problem they hope to solve.F. master the main methods of collecting research data.G. apply qualitative and quantitative analysis methods to analyze research data in a standardized manner.H. understand the basic ethical norms and writing norms of academic

	<p>papers.</p> <p>I. critically evaluate relevant research results.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>This course mainly includes the following teaching content:</p> <ol style="list-style-type: none"> 1. The overview of research design and methodology, includes: 1) the process of scientific research; 2) research methodology; 3) management research and its characteristics. The emphasis of this section is to help students understand that research is a process, and the difficulty is to teach students how to identify and define research questions. 2. The research design of management, includes: 1) the overview of the research design of management; 2) the structure of the research design of management; 3) the strategy to select articles on management research; 4) the writing of research proposal. The emphasis of this section is to make students understand the importance of research design and its basic structure. The difficulty is to teach students how to clearly formulate management research questions and research plans. 3. The collection of learning material for management research, includes the following methods: documental method, questionnaire investigation method, observation method, interview method and case study method. The emphasis of this section is to make students learn several methods commonly used in management research. The difficulty is in making students learn to incorporate the research methodology into the research process as a whole. 4. The analysis of learning material for management research includes the following methods: qualitative analysis, quantitative analysis, and mixed analysis. The emphasis of this section is to make students understand the applicability and scope of each research method, and the difficulty is with the use of quantitative analysis method. 5. The writing of the research paper and research evaluation, includes: 1) writing of research paper; 2) academic discipline; 3) research evaluation. The emphasis and difficulty of this section is to make students learn the basic requirements, discipline and skills of research paper writing.
<p>Teaching/Learning Methodology</p>	<p>Teaching and Learning Methods:</p> <p>The above course objectives will be achieved through a participative approach. Students are expected to assume a very active role in the learning process and the role of the lecturer will be one of the facilitators. Specifically, students are:</p> <ol style="list-style-type: none"> 1. encouraged to think of real-world case studies and discuss their management implications with peers in the class and with the lecturer. 2. expected to learn from lectures, group discussions, case studies, and interactions with the lecturer and among themselves. 3. required to review current articles to enhance their understanding of the research hotspot and methods of management; 4. given case studies to understand the important concepts and topic areas

	<p>covered in the course.</p> <p>By the end of the course, students are expected to have a clearer understanding of how to carry out a good quality and worthwhile research.</p> <p>The teaching method will be a combination of lectures and class discussions.</p>																																																																												
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="584 488 1517 898"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="10">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> <th>e</th> <th>f</th> <th>g</th> <th>h</th> <th>i</th> </tr> </thead> <tbody> <tr> <td>1. Course Work</td> <td>60 %</td> <td>√</td> </tr> <tr> <td>2. Examination</td> <td>40 %</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="10"></td> </tr> </tbody> </table> <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>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Assessment: The assessment will be based on two components:</p> <p>a) A three-hour examination will carry a weight of 40% in the course. The objective of the examination is for students to review all concepts covered in the course one last time.</p> <p>b) Class discussion of cases, participation and presentation will contribute toward the remaining 60% in the course.</p>											Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)										a	b	c	d	e	f	g	h	i	1. Course Work	60 %	√	√	√	√	√	√	√	√	√	√	2. Examination	40 %	√	√	√	√	√	√	√	√	√	√	Total	100 %																			
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Reading List and References	<ol style="list-style-type: none">1. 《管理研究方法论》，李怀祖编著，西安交通大学出版社，2017年，标准书号（ISBN）：9787560555393。2. 《管理研究方法：理论、前沿与操作》，王永贵著，中国人民大学出版社，2023年，标准书号（ISBN）：9787300315621。3. 《工程管理研究基本方法》，吴泽斌，许菱著，机械工业出版社，2023年，标准书号（ISBN）：9787111719533。4. 《商业研究方法》，齐克芒德，刘启著，清华大学出版社，2012年，标准书号（ISBN）：9787302271338。
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