

# The Hong Kong Polytechnic University

## Subject Description Form

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| <b>Subject Code</b>                                    | LGT3012   |
| <b>Subject Title</b>                                   | Research Methods  |
| <b>Credit Value</b>                                    | 3   |
| <b>Level</b>   | 3   |
| <b>Normal Duration</b>                                 | 1-semester  |
| <b>Pre-requisite /<br/>Co-requisite/<br/>Exclusion</b> | Nil   |
| <b>Obectives</b>                                       | <p>This subject introduces the fundamentals of the research process, and aims to develop students' ability to apply qualitative and quantitative research methods in an innovative and appropriate way.</p> <p>In a real business environment managers need to analyse business situations and problems by testing and applying the relevant conceptual frameworks innovatively. This course will introduce the fundamental techniques with which various methods and hypotheses can be tested and compared, after which the most appropriate strategy and conclusion can be formed for business organizations.</p> <p>Upon the completion of this subject, students will be able to develop the essential skills of conducting a research independently, allowing them to complete their final year projects.</p>  |
| <b>Intended Learning Outcomes</b>                      | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"><li>Analyse a business situation to identify research problems, issues and opportunities in business research and in so doing, formulate relevant research objectives.</li><li>Identify and reference literature and earlier research findings that are appropriate both to the methodology and the selected problem, and assess their quality.</li><li>Generate and critically evaluate alternative research designs in relation to a particular problem or issue.</li><li>Evaluate the suitability of secondary data to a selected research topic, assess the appropriateness of alternative data collection methods and data analysis techniques to research needs and data characteristics.</li><li>Be aware of ethical issues involved in research.</li></ol> |

|  | <p>f. Develop a comprehensive and credible proposal for business research. This knowledge will underpin final year research projects for degree students.</p> <p>Studying this subject will help develop students' critical thinking and written communication skills, and develop their sense of social responsibility in safeguarding research ethics.</p>  |  |   |   |   |   |   |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
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| <b>Subject Synopsis/<br/>Indicative Syllabus</b>                       | <p><b>Business Research Fundamentals</b></p> <p>The role of business research; Scientific thinking and investigation - theory building, inductive and deductive reasoning; problem formulation; difference between propositions and hypotheses; Concept of research process and project management; Research ethics; Request for proposal, research proposal and research report;</p> <p><b>Business Research Design</b></p> <p>Observational, experimental and case study research designs; Primary and secondary data collection methods; Sampling techniques; Questionnaire design; In-depth interview;</p> <p><b>Quantitative Analysis Basics</b></p> <p>Measurement of variables - scaling, reliability and validity; Censuses and sampling; Probability and non-probability sampling; Sampling frame; Response rate issues and non response bias; Hypothesis tests and inference: e.g. t-test; F-test, two-way tables, ANOVA, multiple regression (mainly using reduced form estimation), simulation.</p> |  |   |   |   |   |   |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
| <b>Teaching/Learning Methodology</b>                                   | <p>Lectures will be used to present the basic materials and illustrate their use. Tutorials will be used to discuss topics arising in the lectures and to study cases and exercises. Much of the learning will be by doing.</p>   |  |   |   |   |   |   |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
| <b>Assessment Methods in Alignment with Intended Learning Outcomes</b> | <table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">%</th><th colspan="6">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></tr> </thead> <tbody> <tr> <td><b>Coursework</b></td><td>55%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td>✓</td></tr> <tr> <td><b>Examination</b></td><td>45%</td><td>✓</td><td></td><td>✓</td><td></td><td>✓</td><td></td></tr> <tr> <td><b>Total</b></td><td>100 %</td><td colspan="6"></td></tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The coursework includes writing a project report (40%) and a group project presentation (15%). Statistical analysis or alternative research methods covered in this course shall be applied in the project study. Examination is mainly used to</p>                |  |   |   |   |   |   | Specific assessment methods/tasks | % | Intended subject learning outcomes to be assessed (Please tick as appropriate) |  |  |  |  |  | a | B | c | d | e | f | <b>Coursework</b> | 55% | ✓ | ✓ | ✓ | ✓ |  | ✓ | <b>Examination</b> | 45% | ✓ |  | ✓ |  | ✓ |  | <b>Total</b> | 100 % |  |  |  |  |  |  |
| Specific assessment methods/tasks                                      | %   | Intended subject learning outcomes to be assessed (Please tick as appropriate) |   |   |   |   |   |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
|  |   | a  | B | c | d | e | f |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
| <b>Coursework</b>  | 55%   | ✓  | ✓ | ✓ | ✓ |   | ✓ |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
| <b>Examination</b>   | 45%   | ✓  |   | ✓ |   | ✓ |   |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |
| <b>Total</b>   | 100 %   |  |   |   |   |   |   |                                   |   |  |  |  |  |  |  |   |   |   |   |   |   |                   |     |   |   |   |   |  |   |                    |     |   |  |   |  |   |  |              |       |  |  |  |  |  |  |

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|                                      | test students' knowledge on quantitative research methods and test results interpretation.  |          |
| <b>Student Study Effort Expected</b> | Class contact:  |          |
|                                      | ▪ Lecture   | 26 Hrs.  |
|                                      | ▪ Tutorial  | 13 Hrs.  |
|                                      | Other student study effort:   |          |
|                                      | ▪ Team Project  | 45 Hrs.  |
|                                      | ▪ Reading   | 42 Hrs.  |
|                                      | Total student study effort  | 126 Hrs. |
| <b>Reading List and References</b>   | <p><b><u>Recommended Textbooks</u></b></p> <p>Saunders, M., Lewis, P., and Thornhill, A., (2015). <i>Research Methods for Business Students</i>, (7th ed.). Prentice Hall Financial Times, England. [HD30.4 S28 2012]</p> <p><b><u>References</u></b></p> <p>Cavana, R.Y., Delahaye, B.L. and Sekaran, U. (2001), <i>Applied Business Research: Qualitative and Quantitative Methods</i>, John Wiley &amp; Sons Australia, Ltd.</p> <p>Cooper, D. and Schindler, P. (2003), <i>Business Research Methods</i> (8<sup>th</sup> ed.), McGraw-Hill, New York.</p> <p>Creswell J.W (2008), <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i>, Sage Publishing</p> <p>Field A. P. (2009) <i>Discovering Statistics Using SPSS</i>, Sage Publication.</p> <p>Hoyle, R.H., Harris, M.J., Judd, C.M. (2001), <i>Research Methods in Social Relations</i> (7<sup>th</sup> ed.), Wadsworth Publishing.</p> <p>Huck, S.W. (2000), <i>Reading Statistics and Research</i>, Addison-Wesley.</p> <p>Locke, L.F. (2000), <i>Proposals that work: A guide for planning dissertations and grant proposals</i>, Sage Publications, Inc.</p> <p>Shannon, D.M. (2001), <i>Using SPSS to solve statistical problems: A self-instruction guide</i>, Prentice Hall.</p> |          |