

BUS603 Applied Research in Business and Management

Level: 6

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

BUS603 Applied Research in Business and Management introduces students to research designs and methodologies that are widely used in the applied research of business and management studies. All stages of the research process are covered, from problem definition, research question formulation and literature review, to the selection of research design and methodology, data collection and analysis, and finally the writing and presentation of the research report. This course teaches students how to evaluate the qualitative and quantitative methodologies available for their research topics and use software to perform quantitative and qualitative data analysis. Students will learn how to interpret research results and translate them into managerial insights, useful solutions and strategies that can guide business practice. By taking this course, students will be able to develop a structured thinking process that allows them to investigate complex business and management problems rigorously with scientific methods.

Topics:

- Understanding applied research in business and management
- Problem definition and research question formulation
- Conducting literature review
- Ethical issues in business research
- Collecting primary data
- Using secondary data and information
- Qualitative research design
- Quantitative research design
- Qualitative data analysis
- Quantitative data analysis
- Research report writing and presentation
- Conducting dissertation defence

Textbooks:

Business Research Methods for Chinese Students: A Practical Guide to Your Research Project.
Huiping Xian, Yue Meng-Lewis Sage
ISBN-13: 9781526448989

Learning Outcome:

- Formulate research questions and hypotheses related to problems arising in business and management practices
- Create strategy and design for applied research projects in business and management
- Compare quantitative and qualitative research methods used in applied research of business and management
- Select appropriate research methods for different research needs and questions
- Appraise ethical issues in business and management research
- Critique and review relevant literature
- Collect data from relevant sources using appropriate methods
- Analyse data using appropriate techniques
- Demonstrate critical thinking in applied research project
- Interpret research outputs
- Relate research findings to management practice
- Compose and present research reports

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	30
	TUTOR-MARKED ASSIGNMENT 2	70
Total		100

*The information listed is subject to review and change.