

Macao Polytechnic Institute

School of Business

Bachelor of Management

Module Outline

Academic Year 2020 / 2021 Semester 2

Learning Module	Business Research Methods	Class Code	BUSS3130–321/322/323		
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hrs	Total Hours	45 hrs
Instructor	Ng Sio Wang, Albe PhD		E-mail	swng@ipm.edu.mo	
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Description

This course provides an introduction of basic methodological concepts and philosophy of science in relation to business research methods. It leads to an understanding of the fundamental stages of research including the formulation of a research problem, data collection methods, as well as the presentation of research reports.

Learning Outcomes

After completing the learning module, students will be able to:

1. determine the core concepts, values and skills of conducting scientific approaches of research investigation;
2. recognize the legal and ethical norms of business research;
3. integrate the techniques of defining the research problems (research questions), carrying out literature review, developing theoretical framework and hypothesis development;
4. design and develop the research blueprint for data collection, measurement and analysis of data to answer the research questions;
5. compile the related tools and skills to generate research findings;
6. prepare a professional written research report and presentation;
7. work as a team to research, plan, organize, and present a research project.

Alignment of Program Intended Learning Outcomes (PILOs) and Course Intended Learning Outcomes (CILOs)

PILOs	CILOs
Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	CILOs: 3
Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	CILOs: 4,5
Students are able to apply self and independent learning to leverage learned knowledge in practical life.	CILOs: 7
Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	CILOs: 7
Students are able to identify professional ethics from broad business practices.	CILOs: 1,2
Students are able to communicate and present ideas effectively.	CILOs: 6
Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	CILOs: 3
Students are competent to associate in a diversified social and global community.	nil

Content

Weeks	Topics	Duration
1.	Ch. 1: Introduction to Research	6 hrs
2.	Ch. 2: The scientific approach and alternative approaches to investigation	
--	Ch. 3: Defining and refining the problem	
3.	Ch. 4: The critical literature review	3 hrs
4.	Ch. 5: Theoretical framework and hypothesis development	3 hrs
5.	Ch. 6: Elements of research design	3 hrs
6.	Mid-term Test (Ch. 1-6)	3 hrs
7.	Ch. 9: Administering questionnaire	3 hrs
8.	Ch.11: Measurement of variables: Operational definition	3 hrs
9.	Ch.12: Measurement: scaling, reliability, validity	3 hrs
10.	Ch.13: Sampling	3 hrs
11.	Ch.14: Quantitative data analysis	9 hrs
12.	Ch.17: The research report	
13.		
14.	Group Presentation and Discussions	3 hrs
15.	Final Examination	3 hrs
		45 hrs

Teaching Methods (TM)

TM1: Lectures

Important concepts and skills of research methods will be delivered through lectures.

TM2: In-class discussion

Students will have chance to discuss the materials in the related readings and the cases distributed for in-class discussion. Each student is expected to contribute to class discussions.

Continuous Assessments (CAs)

CA 1: Group Project

Students are required to form a self-selected group of a suitable number of members and complete a group project. The objective of the group project is to provide students with an opportunity to discover the contemporary business research topics that are of their interest. Through a group project preparation, students can apply what they have learned in class.

CA 2 : Presentations

Each group will be required to make a presentation to show their final project accomplishment.

CA3: Mid-term Test

Students will be assessed by Mid-term Test.

CA4: Assignments

Each group will be required to do assignments in specific topics of the module. Assignments may include in-class and take-home.

Final Examination

Students are required to sit for the Final Examination.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”.

Assessment

Items	Weights
Assignments	20%
Group Project	15%
Mid-Term Test	25%
Continuous Assessments (Total):	60%
Final Examination:	40%
Total :	100%

Plagiarism Policy

It is student’s responsibility to ensure that his/her assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Material(s)

Textbook

Uma Sekaran and Roger Bougie. (2019). Research Methods for Business - A Skill Building Approach, 8th edition (Asian Edition), Wiley.

References

1. William G. Zikmund.(2013). Business Research Methods. 9th Ed. International Edition. Cengage Learning.
2. Adrian Thornhill, Philip Lewis and Mark N.K. Saunders. (2012). Research Methods for Business Students, 6th edition, Prentice Hall.
3. George, D. and Mallery, P. (2010). SPSS for Windows Step by Step: A Simple Study Guide and Reference, 17.0 Update, Allyn & Bacon.
4. Kumar. R. (2011). 3rd Ed., Research Methodology – A Step-by-Step Guide for Beginners. London: Sage.

Worldwide Web:

<http://eu.wiley.com/WileyCDA/WileyTitle/productCd-111994225X.html>

<http://bcs.wiley.com/he-bcs/Books?action=index&bcsId=8024&itemId=111994225X>