

Course Description:



RESEARCH METHODOLOGY AND DESIGN

No.	Subject				
1	Title	Research Design and Methodology			
2	Code	MBA-P 710			
3	Name of Academic Staff				
4	Rationale for the inclusion of the course/module in the programme	In this module, doctoral students will be guided in key research concepts and appropriate research techniques. Students are expected to judiciously apply those concepts and techniques to investigate a business/management problem that they have identified, subject to the School's approval. As the selection of a precise research area is a crucial initial milestone, this module will help students define a research area that is relevant and feasible. Students will become adept in reviewing literature and evaluating research reports while they contemplate their research topic. As a deliverable at the end of this module, students will draft a research proposal, upon which their doctoral dissertation is subsequently built.			
5	Semester and Year Offered	Year 1 Semester 2			
6	Student Learning Time (SLT)	SLT calculation	Face to Face (F2F)	Student Preparation Time (SPT)	Total
		Lectures / Workshop	16	32	48
		Group Discussion	21	63	84
		Doing Assignment and Research		30	30
		Total SLT			162
		Required SLT			160
		Credit Hour Derived			4.35
7	ECTS	6			
8	Prerequisite (if any)	Nil			
9	Objectives	<p>The objectives of this module are as follows:</p> <ol style="list-style-type: none"> 1. Provide students with an understanding of fundamental research concepts and techniques especially those pertaining to areas of business/management. 2. Enable students to plan, design and conduct various types of business/management research in different business/management fields, including but not limited to, general management, human resource/talent development, marketing, finance, strategic management and operational management. 3. Help students identify and investigate appropriate opportunities to address organisational business/management problems or issues through a research-based approach. 4. Assist students define appropriate research questions with the right research design and research methodology. 			
10	Learning Outcomes	<p>By the end of the course, students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Explore the issues pertaining to the development of a research proposal, which will lead to a well-focused and defensible research dissertation. 2. Identify clearly and precisely the scope of an organisation's business/management problem that warrants a research-based approach. 3. Articulate the research problem, research questions and research objectives. 4. Conceptualise a framework for their research design, research sample and research instrument. 5. Distinguish between qualitative and quantitative research methods in the 			

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		<p>context of business/management problems.</p> <p>6. Apply statistical software to interpret numeric data in doctoral-level research.</p> <p>7. Understand the relevant ethical concerns in research methodology.</p>																		
11	Transferable Skills	<ol style="list-style-type: none"> 1. Identify and apply appropriate research methods to different types of business/management problems. 2. Conduct in-depth literature review. 3. Evaluate business and management-related research papers and reports from credible academic publications. 4. Write, present and provide verbal defence for a research proposal. 5. Perform data analysis using statistical software . 6. Interpret data to derive information that addresses the business/management problem. 7. Provide managerial advice on potential research areas, opportunities and benefits. 																		
12	Teaching-learning and assessment strategy	<p>Blended learning methods are mostly fit for courses like this which require a high degree of theoretical knowledge although student participation through questions, opinions and constructive discussions is extremely valuable for an in-depth understanding of the course material.</p> <p>Written projects, in-class discussion and a wide range of exercises are adopted as one of the best ways to acquire a better knowledge and understanding of the course material.</p>																		
13	Synopsis	<p>The module equips students to produce a research proposal that will culminate in a doctoral dissertation. This will be achieved through the cultivation of the following capabilities: identification of business/management problem; application of research concepts and techniques; review of literature, evaluation of business information sources; development of research design, instrumentation and sampling; analysis of data using statistical software; interpretation of data and information presentation; research reporting and consideration of ethical issues in business/management research.</p>																		
14	Mode of delivery	Lecture, workshop, presentation																		
15	Assessment Methods and Types	<ul style="list-style-type: none"> • Proposal Defense (5,000 words) 	100%																	
16	Mapping of the course/module to the Programme Aims	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2">Course objectives</th> <th colspan="2">Programme Aims / Objectives</th> </tr> <tr> <th>1</th> <th>2</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>To provide students with an understanding of fundamental research concepts and techniques especially those pertaining to areas of business/management.</td> <td>√</td> <td></td> </tr> <tr> <td>2</td> <td>To enable students to plan, design and conduct various types of business/management research in different business/management fields, including but not limited to, general management, human resource/talent development, marketing, finance, strategic management and operational management.</td> <td>√</td> <td>√</td> </tr> <tr> <td>3</td> <td>To help students identify and investigate appropriate opportunities to address organisational business/management problems or issues through a research-based approach.</td> <td>√</td> <td>√</td> </tr> </tbody> </table>		Course objectives	Programme Aims / Objectives		1	2	1	To provide students with an understanding of fundamental research concepts and techniques especially those pertaining to areas of business/management.	√		2	To enable students to plan, design and conduct various types of business/management research in different business/management fields, including but not limited to, general management, human resource/talent development, marketing, finance, strategic management and operational management.	√	√	3	To help students identify and investigate appropriate opportunities to address organisational business/management problems or issues through a research-based approach.	√	√
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		4	To help students define appropriate research questions with the right research design and research methodology.	√			√			
		Programme aims /objectives: 1. To provide students with in-depth and advanced knowledge within their specific areas of Business Administration. 2. To inculcate in students a systematic, rigorous and ethical approach in conducting research in specialised areas, thereby contributing new insights to the body of knowledge of business studies and managerial practices.								
		Course Learning Outcome			Programme Learning Outcome					
				1	2	3	4	5	6	
17	Mapping of the course/module to the Programme Learning Outcomes	1.	Explore the issues pertaining to the development of a research proposal, which will lead to a well-focused and defensible research dissertation.	√	√		√	√	√	
		2.	Identify clearly and precisely the scope of an organisation's business/management problem that warrants a research-based approach.	√	√	√	√	√	√	
		3.	Articulate the research problem, research questions and research objectives.	√	√	√		√	√	
		4.	Conceptualise a framework for their research design, research sample and research instrument.			√		√	√	
		5.	Distinguish between qualitative and quantitative research methods in the context of business/management problems.					√	√	
		6.	Apply statistical software to interpret numeric data in doctoral-level research.			√		√	√	
		7.	Understand the relevant ethical concerns in research methodology.				√	√	√	
		Programme Learning Outcome: PLO-1: Development of critical thinking, analytical, conceptual and research skills at the highest level PLO-2: Critical reflection on relevant literature PLO-3: Capacity to communicate research findings, relating them to theoretical literature and methodologies PLO-4: Deep understanding of the candidate's chosen research topic PLO-5: Contribution to the candidate's own professional practice, and PLO-6: Application of intellectual independence, autonomy, authoritative judgement, academic rigour and ethical integrity to the creation of a substantial contribution to knowledge in the field of business.								

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18	Course topics and contact hours	Student Learning Time (SLT)					
		Lecture		Group Discussion		DAR	Total
		F2F	SPT	F2F	SPT		
PART ONE – THE RESEARCH PROCESS		1	2	1	3	2	9
1. Nature and Characteristics of Business Research <ol style="list-style-type: none"> Nature of business research – empirical research, validity of research, reliability of research, research paradigms. Classification of business research – basic and applied, qualitative and quantitative research, general research methods. Role of theory in research. Activities of research process. Ethical and legal considerations in conducting research 							
2. Identification of a Research Problem <ol style="list-style-type: none"> Selection of a research problem. Statement of the research problem – constants and variables, hypotheses and the statement of the problem, types and forms of hypotheses. 		1	2	1	4	2	10
3. Review of the Literature <ol style="list-style-type: none"> Conducting a search of the literature. Activities of the review of literature – library, periodical literature and journals, indexes and abstracts, ERIC, review of business research, thesis and dissertations, books. Computer searches of databases – conducting a search. Selecting studies for the literature review. Assembling and summarising information. Interpreting and using information. 		1	2	2	4	2	11
4. Evaluating Research Dissertation <ol style="list-style-type: none"> Types of error and limitations. Critiquing major sections of a dissertation. The review process for journals. The evaluation of proposals. 		1	2	1	4	2	10
PART TWO – RESEARCH DESIGN		1	2	1	4	2	10
5. Research Design in Quantitative Research <ol style="list-style-type: none"> Objectives of research design. Concept and procedures for controlling variance. Characteristics of a good research design – freedom from bias, control of extraneous variables. 							
6. Experimental Research <ol style="list-style-type: none"> Meaning of experimental design – experimental variables, use of the term, <i>subject</i>. Criteria for a well-designed experiment – experimental validity and the threats. Posttest-only control group design. Pretest-posttest control group design. Factorial designs. 		1	2	1	4	2	10

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	<ul style="list-style-type: none"> f. Repeated measures designs – time series designs. g. Interpreting results of experiments. h. Randomness and representatives. 						
	7. Quasi-Experimental Research <ul style="list-style-type: none"> a. Problems of validity. b. Posttest-only, non-equivalent control group design. c. Pretest-posttest, non-equivalent control group design. d. Time series designs. e. Single-subject designs. f. Action research and quasi-experimental research. 	1	2	1	4	2	10
	8. Non-Experimental Quantitative Research <ul style="list-style-type: none"> a. Nonexperimental quantitative research – ex post facto research, survey research. b. Survey designs – longitudinal and cross-sectional designs. c. Methodology of survey research. d. Questionnaire surveys – item construction and formatting, the cover letter, questionnaire format, procedures for increasing response rate, identifying sources of nonresponse, incomplete and possibly dishonest responses, web-based surveys. e. Interview surveys – interview items, conducting the interview, potential sources of error, telephone interviews. 	1	2	1	4	2	10
	9. Research Design in Qualitative Research <ul style="list-style-type: none"> a. Epistemology of qualitative research. b. Components of research design – working design, working hypotheses, data collection, data analysis and interpretation, coding, writing the results. c. Types of designs in qualitative research. d. Reliability and validity of qualitative research. e. Use of technology – capabilities of computer software. 	1	2	1	4	2	10
	10. Historical Research <ul style="list-style-type: none"> a. Value of historical research. b. Sources of information. c. Methodology – identification of research problems, collection and evaluation of source materials, synthesis of information, analysis, interpretation and formulating conclusions. d. Reporting of historical research – reports in professional journals. 	1	2	1	4	1	9
	11. Ethnographic Research <ul style="list-style-type: none"> a. Nature of ethnography in business and management – the phenomenological nature, the naturalistic nature, the holistic and general perspective. 	1	2	1	4	1	9

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	<ul style="list-style-type: none"> b. A conceptual schema for ethnographic research. c. The process – identification of the phenomenon to be studied, identification of <i>subjects</i>, hypothesis generation, data collection, analysis, drawing conclusions. d. Cases of ethnographic research in business and management. e. Reliability and validity of ethnographic research. f. Role of ethnographic research. 						
	<p>12. Case Study</p> <ul style="list-style-type: none"> a. Nature of case study. b. Number of respondents in case study. c. Case study categories – intrinsic, instrumental, and collective. d. Functions of case studies – exploratory, explanatory, and descriptive. e. Case study methods – descriptive, comparison, correlation, action research, field research, historical. f. Case study procedures – snapshot, longitudinal, pre-test and post-test, patchwork, and comparative. 	1	2	1	4	2	10
	<p>PART THREE – RESEARCH TOOLS</p> <p>13. Sampling Designs</p> <ul style="list-style-type: none"> a. Concept of a random sample – random selection and assignment, use of random number table, use of computer in sample selection, sampling error and bias. b. Criteria for a sampling design. c. Stratified random sampling – allocation of sample size among strata d. Cluster sampling. e. Systematic sampling – possible problems of periodicity. f. Considerations in determining sample size – random sampling. g. Purposeful sampling – comprehensive sampling, maximum variation sampling, typical case sampling, homogeneous sampling. 	1	2	2	4	2	11
	<p>14. Measurement and Data Collection</p> <ul style="list-style-type: none"> a. Concepts of measurement – types of measurement scales (nominal, ordinal, interval and ratio), reliability of measurement, empirical procedures for estimating reliability, expected reliability coefficients for various types of tests, validity of measurement (Cronbach Alpha). b. Pilot study – build and establish reliability of the research instrument, evaluate suitability of the research questions and research design. c. Variables measured in business and management research. 	1	2	2	4	2	11

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	15. Data Analysis – Descriptive Statistics a. Multiple meanings of statistics. b. Distributions – describing a distribution of scores, standard scores. c. Correlation coefficients – a measure of relationship, Pearson product-moment correlation, point biserial, Spearman’s rho, and Phi coefficient. d. Data analysis by computer.	1	2	2	4	2	11
	16. Data Analysis – Inferential Statistics a. Context for using inferential statistics. b. Testing hypotheses and estimating parameters – hypothesis testing and sampling distributions, building a confidence interval, possible errors in hypothesis. c. Inferences from statistics to parameters – a review. d. Parametric analyses – the t-distribution, sampling distribution, Analysis of Variance (ANOVA). e. Nonparametric analyses – the Chi-square test and distribution. f. Correlational analysis – Analysis of Covariance (ANCOVA). g. Selecting an appropriate statistical analysis.	1	2	2	4	2	11
	Total	16	32	21	63	30	162
	ECTS	6					
19	Main Reference(s)	Kumar, R (2018) <i>Research Methodology - A Step-by-step Guide for Beginners</i> , 6 th edition. London: Sage Publications Ltd. Martin, L. A. (2013). <i>Understanding and applying research design</i> . Somerset, NJ: John Wiley. Saunders, M. (2012). <i>Research methods for business students</i> . 5 th ed. Harlow: Pearson Education. Weathington, B. L., Cunningham, C. J. L., and, Pittenger, D. J. (2012). <i>Understanding business research</i> . Somerset, NJ: John Wiley.					
20	Additional reference(s)	Collis, J. and Hussey R. (2010) <i>Business research: A practical guide for undergraduate and postgraduate participants</i> , 4 th ed. Basingstoke: Palgrave Macmillan. Cooper, D.R. & Schindler, P.S. (2011), <i>Business research methods</i> . 11 th ed. New York: McGraw-Hill Irwin. Ghauri, P. (2010) <i>Research methods in business studies</i> , 4 th ed. Toronto: Pearson Education. Mitchell, M. L. and Jolley, J. M. (2010) <i>Research design explained</i> , 7 th ed. Belmont: Wadsworth, Cengage Learning.					

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		<p>Pears, R. A. & Shields, G. (2010) <i>Cite them right: the essential referencing guide</i>. 8th ed. Basingstoke: Palgrave Macmillan.</p> <p>Werner, A. (2012) <i>Guide to implementation research</i>. Washington: Urban Institute Press.</p> <p>Website: www.questia.com www.ipma.co.uk www.ebscohost.com</p>
21	Journal Articles	<p>Björn F., Gulimire A., Boris H. T., and Takao E. (2013). How do Asia's two most important consumer markets differ? Japanese-Chinese difference in customer satisfaction and its formation, <i>Journal of Business Research</i> Volume 66, Issue 12: 2397-2405. http://www.sciencedirect.com/science/article/pii/S0148296313002178.</p> <p>Colin C. W., and Alvaro M-P. (2014). Why do consumers purchase goods and services in the informal economy? <i>Journal of Business Research</i>, Volume 67, Issue 5: 802-806 http://www.sciencedirect.com/science/article/pii/S0148296313004189.</p> <p>Karin B., Hans W. and Roger G. (2008). A comparison of reliability between telephone and web-based surveys, <i>Journal of Business Research</i>, Volume 60:758-764 http://www.sciencedirect.com/science/article/pii/S0148296307000719.</p> <p>Saeed S. and Nicholas A. (2006). International Strategy Research: Cross-cultural methodology implications, <i>Journal of Business Research</i>, Volume 43: 79-96. http://www.sciencedirect.com/science/article/pii/S0148296397001847.</p> <p>Silvia M., Carmen B., and Gabriel C. (2013). The use of organizational capabilities to increase customer value, <i>Journal of Business Research</i> Volume 66, Issue 10: 2042-2050. http://www.sciencedirect.com/science/article/pii/S0148296313000544.</p>