

Course Description:

RESEARCH DESIGN AND METHODOLOGY - DBA 8109



No.	Subject		
1	Title	Research Design and Methodology	
2	Code	DBA 8109	
3	Credit Value	4	
4	Prerequisite (if any)	Nil	
5	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 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. 	
6	Synopsis	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.	
7	Mode of delivery	Lecture, workshop, presentation	
8	Assessment Methods and Types	<ul style="list-style-type: none"> • Proposal Defense (5,000 words) 	100%
9	<p>Course topics and contact hours</p> <p>PART ONE – THE RESEARCH PROCESS</p> <p>1. Nature and Characteristics of Business Research</p> <ol style="list-style-type: none"> a. Nature of business research – empirical research, validity of research, reliability of research, research paradigms. b. Classification of business research – basic and applied, qualitative and quantitative research, general research methods. c. Role of theory in research. d. Activities of research process. e. Ethical and legal considerations in conducting research <p>2. Identification of a Research Problem</p> <ol style="list-style-type: none"> a. Selection of a research problem. b. Statement of the research problem – constants and variables, hypotheses and the statement of the problem, types and forms of hypotheses. <p>3. Review of the Literature</p> <ol style="list-style-type: none"> a. Conducting a search of the literature. b. Activities of the review of literature – library, periodical literature and journals, indexes and abstracts, ERIC, review of business research, thesis and dissertations, books. c. Computer searches of databases – conducting a search. 		

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	<ul style="list-style-type: none"> d. Selecting studies for the literature review. e. Assembling and summarising information. f. Interpreting and using information.
	<p>4. Evaluating Research Dissertation</p> <ul style="list-style-type: none"> a. Types of error and limitations. b. Critiquing major sections of a dissertation. c. The review process for journals. d. The evaluation of proposals.
	<p>PART TWO – RESEARCH DESIGN</p>
	<p>5. Research Design in Quantitative Research</p> <ul style="list-style-type: none"> a. Objectives of research design. b. Concept and procedures for controlling variance. c. Characteristics of a good research design – freedom from bias, control of extraneous variables.
	<p>6. Experimental Research</p> <ul style="list-style-type: none"> a. Meaning of experimental design – experimental variables, use of the term, <i>subject</i>. b. Criteria for a well-designed experiment – experimental validity and the threats. c. Posttest-only control group design. d. Pretest-posttest control group design. e. Factorial designs. f. Repeated measures designs – time series designs. g. Interpreting results of experiments. h. Randomness and representatives.
	<p>7. Quasi-Experimental Research</p> <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.
	<p>8. Non-Experimental Quantitative Research</p> <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.
	<p>9. Research Design in Qualitative Research</p> <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.
	<p>10. Historical Research</p> <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.
	<p>11. Ethnographic Research</p> <ul style="list-style-type: none"> a. Nature of ethnography in business and management – the phenomenological nature, the naturalistic nature,

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	<p>the holistic and general perspective.</p> <ol style="list-style-type: none"> A conceptual schema for ethnographic research. The process – identification of the phenomenon to be studied, identification of <i>subjects</i>, hypothesis generation, data collection, analysis, drawing conclusions. Cases of ethnographic research in business and management. Reliability and validity of ethnographic research. Role of ethnographic research.
	<p>12. Case Study</p> <ol style="list-style-type: none"> Nature of case study. Number of respondents in case study. Case study categories – intrinsic, instrumental, and collective. Functions of case studies – exploratory, explanatory, and descriptive. Case study methods – descriptive, comparison, correlation, action research, field research, historical. Case study procedures – snapshot, longitudinal, pre-test and post-test, patchwork, and comparative.
	<p>PART THREE – RESEARCH TOOLS</p> <p>13. Sampling Designs</p> <ol style="list-style-type: none"> Concept of a random sample – random selection and assignment, use of random number table, use of computer in sample selection, sampling error and bias. Criteria for a sampling design. Stratified random sampling – allocation of sample size among strata Cluster sampling. Systematic sampling – possible problems of periodicity. Considerations in determining sample size – random sampling. Purposeful sampling – comprehensive sampling, maximum variation sampling, typical case sampling, homogeneous sampling.
	<p>14. Measurement and Data Collection</p> <ol style="list-style-type: none"> 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). Pilot study – build and establish reliability of the research instrument, evaluate suitability of the research questions and research design. Variables measured in business and management research.
	<p>15. Data Analysis – Descriptive Statistics</p> <ol style="list-style-type: none"> Multiple meanings of statistics. Distributions – describing a distribution of scores, standard scores. Correlation coefficients – a measure of relationship, Pearson product-moment correlation, point biserial, Spearman’s rho, and Phi coefficient. Data analysis by computer.
	<p>16. Data Analysis – Inferential Statistics</p> <ol style="list-style-type: none"> Context for using inferential statistics. Testing hypotheses and estimating parameters – hypothesis testing and sampling distributions, building a confidence interval, possible errors in hypothesis. Inferences from statistics to parameters – a review. Parametric analyses – the t-distribution, sampling distribution, Analysis of Variance (ANOVA). Nonparametric analyses – the Chi-square test and distribution. Correlational analysis – Analysis of Covariance (ANCOVA). Selecting an appropriate statistical analysis.
10	<p>Main Reference(s)</p> <p>Chua, Y. P. (2012). <i>Mastering research methods</i>. Shah Alam: McGraw-Hill.</p> <p>Martin, L. A. (2013). <i>Understanding and applying research design</i>. Somerset, NJ: John Wiley.</p>

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		<p>Saunders, M. (2012). <i>Research methods for business students</i>. 5th ed. Harlow: Pearson Education.</p> <p>Weathington, B. L., Cunningham, C. J. L., and Pittenger, D. J. (2012). <i>Understanding business research</i>. Somerset, NJ: John Wiley.</p>
11	Additional reference(s)	<p>Collis, J. and Hussey R. (2010) <i>Business research: A practical guide for undergraduate and postgraduate participants</i>, 4th ed. Basingstoke: Palgrave Macmillan.</p> <p>Cooper, D.R. & Schindler, P.S. (2011), <i>Business research methods</i>. 11th ed. New York: McGraw-Hill Irwin.</p> <p>Ghauri, P. (2010) <i>Research methods in business studies</i>, 4th ed. Toronto: Pearson Education.</p> <p>Mitchell, M. L. and Jolley, J. M. (2010) <i>Research design explained</i>, 7th ed. Belmont: Wadsworth, Cengage Learning.</p> <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>
12	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>