

Research Methods for Management

Course Teacher: Prof.Dr.Haiyun Chen**Course Code:****Teaching Language:** English**Targeted Students:** Master Candidate**Contact Hours:** 54**Extracurricular class hours:** 108**Prerequisites:** Applied Statistics**Number of learners:** Less than 40**Semester:** 1st**Credits:** 3

1. Course Description

After completing the course, students are expected to understand and master systematically the whole process of research methods on management. Problem-oriented teaching will cross all of teaching steps. We will put key methods into practice through the completed research design from the selection of topic, research questions, searching literature, literature review, research framework, survey, sampling, questionnaire, data collection, data analysis to other key points. Firstly, we will encourage students to do these points in person firstly, then they will present their works to everybody, after discussion and comments of professors, they will find what are the problems they made, then facing on these problems, we will systematically discuss how to resolve these problems, which will make sure that students not only know which problems they maybe will occur, but also know how to resolve them. As a result, from theory to practice, they will master methods much better. We will divide all of students into small groups in which each group is consisted with four to five students. All of practice will be completed by each group. What more important is this class will design the class project which will be completed by all of students through the social participation and practice.

2. Course Objectives and Requirements

This is a research-oriented graduate level course on research methodology. There are five major objectives of this course: (1) It discusses the basic principles and ethics of scientific research; (2) It introduces to graduate students this key steps of scientific research; (3) It familiarizes students with key methodological concerns when conducting management research from beginning to the end; (4) It trains students to master the

important method points in the whole process of one research design from the selection of topic, research questions, searching literature, literature review, research framework, survey, sampling, questionnaire, data collection, data analysis to other key points after practice by practice for every group; (5) It will practice students Team Spirit to manage one research through cooperation of all of members.

3. Course Arrangement

Session#	Contents
Session 1	Introduction of the Course Content and Study Plan
Session 2	The Design Principles and Logical Framework of Research Questions
Session 3	Improvement of Research Topics and Questions by Group Practice
Session 4	The Basic Principles and Approaches of Searching Literature
Session 5	Quality Control of Reference List
Session 6	The Basic Framework of Literature Review and Practices by Groups
Session 7	The Improvement of Literature Review and Practices by Groups
Session 8	Focus Groups and Practices by Groups
Session 9	The Key Points of Questionnaire Design and Practices by Groups
Session 10	Data Collection and Practice by Groups
Session 11	SPSS Practices for Data Analysis (I)
Session 12	SPSS Practices for Data Analysis (II)
Session 13	SPSS Practices for Data Analysis (III)
Session 14	Group Work Report Improvement
Session 15	Group Work Presentation (I)
Session 16	Group Work Presentation (II)
Session 17	Final Exam

4. Teaching Methods

This course uses a combination of lectures, discussion, group work, independent reading to accomplish learning objectives.

5. Learning Outcomes

Students within each group will demonstrate their ability to produce a basic framework and study report with available topic related to the field of management, a display of literature review, available methods of data collection and analysis, etc. In addition,

according to the team cooperation of all students the class plans to finish team program.

Category	Learning Outcomes
Master of Knowledge	<ol style="list-style-type: none"> 1. Understand of the nature of academic research and the ability to apply this understanding to professional life; 2. Distinguish between quantitative, qualitative approaches; 3. Understand fundamental concepts and principles in the research design;
Intellectual abilities learned	<ol style="list-style-type: none"> 1. Analytic and critical thinking skills 2. Skills of logical analysis 3. Skills of interpretation and assessment of management phenomena and processes
Practical skills learned	<ol style="list-style-type: none"> 1. Master systematically the important method points in the whole process of one research design from the selection of topic, research questions, searching literature, literature review, research framework, survey, sampling, questionnaire, data collection, data analysis to other key points after practice by practice for every group;
Personal competences and characters Cultivated	<ol style="list-style-type: none"> 1. Develop skills and strategies for lifelong learning including autonomous learning 2. Enhance self-understanding and understanding of others 3. The competence of thinking questions by using globalization view and the idea of sustainable development 4. Improve project management skills as planning, organization, and coordination. 5. The team spirit of cooperation

6. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)	Relation to the Intended Learning Outcomes
Group work	45	Focusing on management methods systematically, to finish assigned tasks based on the group cooperation about all steps of study design.
Attendance and Engagement	15	Evaluate the abilities of understanding and application of management research methods and knowledge related and the abilities of team participation and effective communication
Exam	40	Emphasis on the evaluating the degree of mastering the basic concepts and important management methods, especially for the team work after positive participation of all members.

7. Textbook, References and Reading Materials

- Alfred, P. R., Jason, D. B., Michael, K. P. (2012). Social Science Research Design and Statistics: A Practitioner's Guide to Research Methods and SPSS Analysis (1st edition). Watertree Press.
- Bryman, A., Bell, E. (2011) Business Research Methods, Oxford (3rd edition): Oxford University Press,.
- Floyd, J. F. (2013). Survey Research Methods (Applied Social Research Methods) (5th edition) . SAGE Publications, Inc
- Georjeanna, W.D. (2014). SPSS for Research Methods: A Basic Guide(1st edition). W. W. Norton & Company .
- Hubert, G. (2014) . Statistical Analysis of Management Data (2nd edition). Springer
- Jan, J., Bartjan, P. (2014). The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science. Springer.
- Joseph, A. M. (2012). Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) (3rd edition). SAGE Publications, Inc
- Mark, E.S., Richard, T., Paul, R.J (2012). Management Research (4th edition). SAGE Publications Ltd.
- Lise, J., Nanna, M.M. (2013). Qualitative Research Methods in Organisation Studies. Gyldendal Akademisk.
- Louis, M. R., Richard, A. P. (2014). Designing and Conducting Survey Research: A Comprehensive Guide (4th edition) . Jossey-Bass.
- Sherri, L. J. (2015). Research Methods and Statistics: A Critical Thinking Approach (5th edition). Wadsworth Publishing.
- Soleman, H.A.B. (2011). Using Statistical Methods in Social Science Research with a Complete SPSS Guide (2nd edition) .Lyceum Books.
- William, E.M., Krista, D. B. (2012). Quantitative and Statistical Research Methods: From Hypothesis to Results (1st edition). Jossey-Bass
- William, G. Z., Barry, J. B., Jon, C. C., Mitch, G. (2012). Business Research Methods (with Qualtrics Printed Access Card) (9th edition). South-Western College
- William, T., James, P. D., Kanika, A. (2015). Research Methods: The Essential Knowledge Base (2nd edition) .Wadsworth Publishing

8. Assignment

1) Develop one research design for each group

Every group based on own interests should to develop one research design in which all of important methods in class should be covered from the selection of topic, research questions, searching literature, literature review, research framework, survey, sampling, questionnaire, data collection, data analysis to other key points. In the class through professor's teaching and discussion of all the students to improve research design through practices again and again, finally each group should present their works and submit group study reports.

2) Design one class program based on the interests of most of students and the knowledge and methods in this class.

The process of Program design is likely the research design of each group, but this work especially consider the cooperation of all the students and the ability development. Therefore, this work will require participation of all the students into one program and show the nice team spirits and practice key methods in this class systematically.