

# **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:**

Mark NK Saunders, Philip Lewis, Adrian Thornhill (2015): Research Methods for Business 7th  
ISBN-13: 9781292121949

Mark NK Saunders, Philip Lewis, Adrian Thornhill (2015): Research Methods for Business 7th  
ISBN-13: 9781292121949-AA

**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:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
TUTOR-MARKED ASSIGNMENT	25
TUTOR-MARKED ASSIGNMENT	25
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
ECA	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**