

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	MM6004
Subject Title	Research Methods for Behavioural Research
Credit Value	3
Level	6
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	This subject contributes to the achievement of the Research Postgraduate Programme Outcomes by: (a) strengthening students' critical thinking and analytical skills and (b) developing skills in enhancing effective communication of statistical analysis while (c) being able to apply concepts and statistical techniques for a specific research problem.
Intended Learning Outcomes <i>(note 1)</i>	Upon completion of the subject, students will be able to: a. Understand the statistical techniques commonly used by management and marketing researchers in the analysis of survey data. b. Have an awareness of the strengths and limitations of such techniques. c. Have acquired hands-on experience with the commonly used statistical packages.
Subject Synopsis/ Indicative Syllabus <i>(note 2)</i>	a) Review of basic statistical concepts b) Cleaning, labeling, transforming and describing data c) Hypothesis testing and t- tests d) Crosstabs and χ^2 test e) One way and two-way analysis of variance (ANOVA) f) Correlation and regression analysis g) Multiple regression analysis h) Logistic regression i) Hierarchical regression analysis j) Exploratory factor analysis k) Structural equation modelling
Teaching/Learning Methodology	The lecturer will provide students with a lecture on the underlying concepts and their applications with real examples. It will provide general guidelines for the application of the essential univariate, bivariate and multivariate statistical analysis, but the emphasis will be on the active involvement of students in the analysis of data using

(note 3)	univariate, bivariate and multivariate statistical analysis.																																																						
Assessment Methods in Alignment with Intended Learning Outcomes (note 4)	<table border="1" data-bbox="432 331 1463 880"> <thead> <tr> <th data-bbox="432 331 778 501" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="778 331 927 501" rowspan="2">% weighting</th> <th colspan="6" data-bbox="927 331 1463 432">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="927 432 1015 501">a.</th> <th data-bbox="1015 432 1102 501">b.</th> <th data-bbox="1102 432 1190 501">c.</th> <th data-bbox="1190 432 1278 501"></th> <th data-bbox="1278 432 1366 501"></th> <th data-bbox="1366 432 1463 501"></th> </tr> </thead> <tbody> <tr> <td data-bbox="432 501 778 568">Continuous Assessment*</td> <td data-bbox="778 501 927 568">100%</td> <td data-bbox="927 501 1015 568"></td> <td data-bbox="1015 501 1102 568"></td> <td data-bbox="1102 501 1190 568"></td> <td data-bbox="1190 501 1278 568"></td> <td data-bbox="1278 501 1366 568"></td> <td data-bbox="1366 501 1463 568"></td> </tr> <tr> <td data-bbox="432 568 778 636">1. Individual assignment</td> <td data-bbox="778 568 927 636">30%</td> <td data-bbox="927 568 1015 636">✓</td> <td data-bbox="1015 568 1102 636">✓</td> <td data-bbox="1102 568 1190 636">✓</td> <td data-bbox="1190 568 1278 636"></td> <td data-bbox="1278 568 1366 636"></td> <td data-bbox="1366 568 1463 636"></td> </tr> <tr> <td data-bbox="432 636 778 736">2. Individual assignment and presentation</td> <td data-bbox="778 636 927 736">30%</td> <td data-bbox="927 636 1015 736">✓</td> <td data-bbox="1015 636 1102 736">✓</td> <td data-bbox="1102 636 1190 736">✓</td> <td data-bbox="1190 636 1278 736"></td> <td data-bbox="1278 636 1366 736"></td> <td data-bbox="1366 636 1463 736"></td> </tr> <tr> <td data-bbox="432 736 778 806">3. In-class test</td> <td data-bbox="778 736 927 806">40%</td> <td data-bbox="927 736 1015 806">✓</td> <td data-bbox="1015 736 1102 806">✓</td> <td data-bbox="1102 736 1190 806">✓</td> <td data-bbox="1190 736 1278 806"></td> <td data-bbox="1278 736 1366 806"></td> <td data-bbox="1366 736 1463 806"></td> </tr> <tr> <td data-bbox="432 806 778 880">Total</td> <td data-bbox="778 806 927 880">100 %</td> <td data-bbox="927 806 1015 880"></td> <td data-bbox="1015 806 1102 880"></td> <td data-bbox="1102 806 1190 880"></td> <td data-bbox="1190 806 1278 880"></td> <td data-bbox="1278 806 1366 880"></td> <td data-bbox="1366 806 1463 880"></td> </tr> </tbody> </table> <p data-bbox="432 898 1463 958">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="432 976 1463 1037">To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p data-bbox="432 1061 1463 1122">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="432 1146 1463 1319">Students will be required to analyze and write reports based on data and facts of a particular case or a specific research problem. The presentation and other written assignments will improve their critical thinking and statistical skill as well as effective communication of statistical analysis. Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a.	b.	c.				Continuous Assessment*	100%							1. Individual assignment	30%	✓	✓	✓				2. Individual assignment and presentation	30%	✓	✓	✓				3. In-class test	40%	✓	✓	✓				Total	100 %						
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Reading List and References	<p data-bbox="416 1671 1479 1731">Aiken, L.S., & West, S.G., <i>Multiple Regression: Testing and Interpreting Interactions</i>, Sage, latest edition.</p> <p data-bbox="416 1756 1479 1794">Byrne, B.M., <i>Structural Equation Modeling in AMOS</i>, latest edition.</p> <p data-bbox="416 1818 1479 1879">Fields, A. <i>Discovering Statistics Using SPSS</i>. London: SAGE Publications, latest edition.</p> <p data-bbox="416 1904 1479 1980">Hair, J. F., Anderson, R. E., Tatham, R. L. and Black, W. C., <i>Multivariate Data Analysis</i>, Prentice-Hall, latest edition.</p> <p data-bbox="416 2004 1479 2042">Norusis, M. J., <i>SPSS, Guide to Data Analysis</i>, latest edition.</p>																																																						

	<p>Pedhazur, E.J., <i>Multiple Regression in Behavioral Research: Explanation and Prediction</i>, latest edition.</p> <p>Reading list associated with “Research Methods for Behavioural Research” will be provided in the lecture.</p> <p><u>Required Software (current versions):</u> SPSS AMOS</p>
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Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.