The Hong Kong Polytechnic University

Subject Description Form

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

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>MM6004</th>
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<tbody>
<tr>
<td>Subject Title</td>
<td>Research Methods for Behavioural Research</td>
</tr>
<tr>
<td>Credit Value</td>
<td>3</td>
</tr>
<tr>
<td>Level</td>
<td>6</td>
</tr>
<tr>
<td>Pre-requisite / Co-requisite / Exclusion</td>
<td>None</td>
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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

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

a) Review of basic statistical concepts

b) Cleaning, labeling, transforming and describing data

c) Hypothesis testing and t-tests

d) Crosstabs and $\chi^2$ 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...
univariate, bivariate and multivariate statistical analysis.

<table>
<thead>
<tr>
<th>Assessment Methods in Alignment with Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific assessment methods/tasks</td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td>Continuous Assessment*</td>
</tr>
<tr>
<td>1. Individual assignment</td>
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<tr>
<td>2. Individual assignment and presentation</td>
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<tr>
<td>3. In-class test</td>
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<tr>
<td>Total</td>
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*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.

**Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:**

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.

**Student Study Effort Expected**

- **Class contact:**
  - Lectures and workshops: 39 Hrs.

- **Other student study effort:**
  - Self-study: 78 Hrs.

**Total student study effort:** 117 Hrs.

**Reading List and References**


Reading list associated with “Research Methods for Behavioural Research” will be provided in the lecture.

**Required Software (current versions):**
- SPSS
- AMOS

**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.