

Subject Code	AF5916
Subject Title	Research Methods and Market Research in China
Credit Value	3
Level	5
Normal Duration	One Semester
Pre-requisite / Co-requisite/ Exclusion	None
Role and Purposes	The subject aims to introduce to students the methodology and skills that are necessary for designing and undertaking independent research on the Chinese economy and China market. It helps students to design and conduct their own research project, which lays the methodological foundation for those who opt for Dissertations (AF5920) or enroll in Research Projects in China Business Studies (AF5904). This contributes to the achievement of China Business Studies Program Outcomes 1 and 2.
Subject Learning Outcomes	On the successful completion of this subject, students should be able to: (a) have basic knowledge about concept of research and the quantitative approach in business research; (b) apply basic econometrics, including skills in model building, data handling, hypothesis testing and results interpreting in business research; (c) design and run their own research projects using Chinese data.
Subject Synopsis/ Indicative Syllabus	<p>Research Skills Identifying and defining research problems and objectives; research designs, data collection methods; sampling techniques; data analysis; interpretation of results.</p> <p>Researching Foreign Markets Problems facing international market researchers. Approaches to deal with these problems. Special challenges when undertaking research in China.</p> <p>Methodology and Techniques for Economic and Business Research Linking theories with facts: basic econometrics and its application; hypothesis testing; cases of applied econometrics in economic and business research.</p> <p>Research Project Work on research problems; basic data work; hypothesis development; empirical model specification and testing; interpretation of empirical results; policy and business implications.</p>

Teaching/Learning Methodology

There will be a 3-hour seminar per week. This includes a lecture of two hours and a one-hour tutorial. The lectures are structured to help understanding research setting, data analysis, econometrics concepts and estimation. They will include explanation of relevant topics and theory together with worked examples to demonstrate the theory in practice.

The tutorials provide the opportunities to deepen students’ understanding of concepts taught in lectures and to apply the econometrics theories to analyze real-life economic issues. Activities in tutorials include discussion of tutorial questions and practice of the use of econometrics program.

Students are required to conduct group-based research projects on China business topics and they are expected to discuss with their lecturer and classmates on the choice of research topic and the outcomes of research.

Assessment Methods in Alignment with Intended Learning Outcomes

Assessment components include lecture, tutorial attendance, homework, group-based research project, mid-term test and final examination. These assessment components require students to demonstrate their understanding of research concept and their ability to apply econometrics skills in model building, data handling, hypothesis testing and results interpreting in business research using Chinese data.

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a.	b.	c.			
1. Seminar attendance and class participation	15%	√	√				
2. Group-based research project	20%	√	√	√			
3. Mid-term test	15%	√	√				
4. Final examination	50%	√	√				
Total	100 %						

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

Lecture and tutorial attendance and homework - students are required to attend lectures and tutorials and do the homework using econometrics program for topics taught in class. This aims to provide students with solid knowledge and guide them to understand the applicability of knowledge learnt.

Group-based research project – students are required to conduct a group-based research project, with topic related to the Chinese economy. This aims to examine students’ research and econometrics skills.

	<p>Mid-term test – students are required to take a mid-term test. This aims to examine students’ understanding of research and econometrics theories.</p> <p>Final examination – students are required to take a final examination which contains research and econometrics problems relating to the Chinese economy and it requires the use of econometrics program. This aims to examine students’ ability in applying knowledge and quantitative approach learnt in the subject.</p> <p>Note: To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components. In addition, the specific requirements on individual assessment components discussed above could be adjusted based on the pedagogical needs of subject lecturers.</p>	
Student Study Effort Expected	Class contact:	
	<ul style="list-style-type: none"> ▪ Lectures / Seminars 	39 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Reading the textbook and relevant materials 	26 Hrs.
	<ul style="list-style-type: none"> ▪ Preparation for tutorial homework 	26 Hrs.
	<ul style="list-style-type: none"> ▪ Searching for research topic and data 	20 Hrs.
	Total student study effort	111 Hrs.
Reading List and References	<p>Textbook</p> <p>Studenmund, A. 2011. <i>Using Econometrics: A Practical Guide</i>, Seventh Edition, Pearson.</p> <p>Reference Books</p> <p>Gujarati, D.N. and Porter, D.C. 2010. <i>Essentials of Econometrics</i>, Fourth Edition, McGraw-Hill.</p> <p>Salkind, N.J. 2017. <i>Exploring Research</i>, Ninth Edition, Pearson.</p> <p>Stock, J.H. and Watson, M.M. 2015. <i>Introduction to Econometrics</i>, Third Edition, Pearson.</p> <p>Wooldridge, J.M. 2016. <i>Introductory Econometrics – A Modern Approach</i>, Sixth Edition, Cengage Learning.</p> <p>Required Software Package:</p> <p>Eviews program</p> <p>Guide to using EVIEWS provided in EVIEWS website: http://www.eviews.com.</p>	