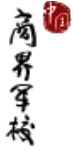




PHBS

北京大学汇丰商学院



GEN501

Research Methodology

Module 1 and 3, 2024-2025

Course Information

Instructor: Kai Li

Office: PHBS Building, Room 610

Phone: 86-755-26032023

Email: kaili@pbhs.pku.edu.cn

Office Hour: 10.30-12:00 on Tuesdays, 13.45-15.15 on Fridays. Please send an email appointment in advance.

Teaching Assistant: TBD

Classes:

Lectures: Tuesdays 13.30-15.20, once every week (Sept.3,10,18,24,Oct.8,15,22,29,Nov.5 for Module 1)

Venue: PHBS Building, TBD

1. Course Description

1.1 Context

Course overview:

In the PHBS PhD program in economics, our curriculum design organically and comprehensively covers "Observe, Listen, Read, Present, Write, Comprehend" ("看、听、读、讲、写、悟" ——经济学研究能力培养的“六字箴言”) to prepare its students for a successful PhD study and future academic career.

This course is designed to help PhD students, who have completed their first-year PhD coursework, to transition into active research. It comprises two modules that guide students through the entire process of producing a research paper, starting from topic selection and progressing to the completion of the paper. The course covers the following key steps:

1. Define the Research Question
2. Conduct a Literature Review
3. Choose the Research Approach
4. Determine Data Collection Methods
5. Integrate Theoretical Framework
6. Plan Data Analysis
7. Address Potential Challenges
8. Present Results Clearly
9. Draw Conclusions and Discuss Implications
10. Seek Continuous Feedback
11. Paper Writing

By the end of the course, students will have a thorough understanding of the research process and be well-prepared to develop and write a complete research paper.

Target Audience:

Primary: Ph.D. students of Economics or Finance, who completed the first year PhD course work.

Secondary: Advanced MA students who are seriously considering to pursue PhD study in Economics or Finance. Prior approval from the instructor is required.

1.2 Textbooks and Reading Materials

Course website: <https://sites.google.com/view/phbsreadinggroup/home>

This website announces our incoming meeting schedule, and also keep track of our past meetings.

2. Learning Outcomes**2.1 Intended Learning Outcomes**

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	YES
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	YES
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	YES
	2.2. Students will be able to apply leadership theories and related skills.	NO
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	YES
	3.2. Our students will practice ethics in the duration of the program.	NO
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	NO
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	YES
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	YES
	5.3. Our students will demonstrate competency in critical thinking.	YES

2.2 Course specific objectives

This course is designed to help PhD students transition into active research. It comprises two modules that guide students through the entire process of producing a research paper, starting from topic selection and progressing to the completion of the paper.

2.3 Assessment/Grading Details

Grading:

Writing assignment:	10%
Midterm exam:	10%
Class participation:	20%
Literature review:	20%
Final paper:	40%

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

1. Introduction
2. Define the Research Question
3. Conduct a Literature Review
4. Choose the Research Approach
5. Determine Data Collection Methods
6. Integrate Theoretical Framework
7. Plan Data Analysis
8. Address Potential Challenges
9. Present Results Clearly

10. Draw Conclusions and Discuss Implications
11. Seek Continuous Feedback
12. Paper Writing

4. Miscellaneous