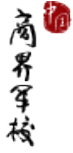




**PHBS**  
北京大学汇丰商学院



# GEN 501

## Research Methodology

### Module IV, 2018-2019

#### Course Information

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**Instructor: Daniel Sungyeon Kim**

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Office Hour: Tuesday and Friday, 09:00-10:00

**Teaching Assistant: TBA**

Phone:

Email:

**Classes:**

Lectures: Friday, 10:30-12:20

Venue:

**Course Website:**

<http://www.danskim.com>

## 1. Course Description

### 1.1 Context

Course overview:

Welcome to Research Methodology at Peking University HSBC Business School! This course explores the different components required to engage in high-quality research in order to position the students to produce a high-quality thesis. Students undertaking this course will be exposed to contemporary work in finance as well as taught about the usual pitfalls to avoid. This course will have a seminar-based structure and will encourage the students to read research papers and critically evaluate them. Using published papers as examples, we will comprehend what constitutes an interesting hypothesis, the theoretical and empirical models to test them, and performing and interpreting empirical analysis. The course will enable students to be able to identify published work in their area of choice, perform a thorough review of the literature, and to come up with their research proposal.

Prerequisites: Students are required to have completed the prerequisite courses, as specified by HSBC Business School.

### 1.2 Textbooks and Reading Materials

**Textbooks**

None

**Reference books**

*Chris Brooks, Introductory Econometrics for Finance, 3rd ed., Cambridge University Press.*

*Ulrich Kohler and Frauke Kreuter, Data Analysis Using Stata. 3rd ed., StataCorp LP*

## Other Readings

Lecture notes, assignments, and other useful information will be posted on the course web page at <http://www.danskim.com/rm.html>. **You are expected to download and print the required material before coming to the class.**

## 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.	✓
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	✓
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.	✓
	2.2. Students will be able to apply leadership theories and related skills.	✓
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.	
	3.2. Our students will practice ethics in the duration of the program.	
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	✓
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.	✓
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	✓
	5.3. Our students will demonstrate competency in critical thinking.	✓

### 2.2 Course specific objectives

The overarching objective of this course is to gear students to produce high-quality theses work, a pre-requisite to graduate from PHBS. In doing that, this course through lectures and various assignments is structured to expose them to contemporary work in corporate finance and asset pricing research. To that extent, preparing proposal will involve reading published papers and preparing a professional research proposal, and make convincing academic presentation.

### 2.3 Assessment/Grading Details

Assessment task	Weighting
Research proposal	50%
Presentation	30%
Participation	20%
<b>Total</b>	<b>100%</b>

## 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

<i>Class Number</i>	<i>Topics Covered</i>
1 (Apr 26)	<u>Introduction I</u>
2 (May 10)	<u>Introduction II</u>
3 (May 17)	<u>Finding research topics</u>
4 (May 24)	<u>Literature review and hypothesis development</u>  <b>INITIAL PROPOSAL DUE SPECIAL OFFICE HOUR ON MAY 29<sup>TH</sup> TO DISCUSS INITIAL PROPOSAL (MANDATORY)</b>
5 (May 31)	<u>Collecting data I</u>
6 (Jun 5)	<u>Collecting data II and Analyzing data I</u>
7 (Jun 14)	<u>Analyzing data II</u>
Pr (Jun 30)	Group Presentations  <b>FINAL PROPOSAL DUE MANDATORY ATTENDANCE DAY</b>