
课程大纲

Methods and Design in Management Research

课程编号： 02814540

授课对象: 研究生

学 分： 3

任课教师：刘知

课程类型： 必修

开课学期：2017 年秋

先修课程： None

任课教师简历 (500 字左右):

Zhi Liu is an assistant professor in the Department of Organization and Strategic Management at Guanghua School of Management, Peking University. She received her Ph.D. in Management at Columbia Business School, Columbia University. Her research interests include organizational culture and norms, cross-cultural differences in organizational behaviors, organizational ethics and justice, the psychological mechanisms of corruption, creativity and change in globalization. She examines these topics using an interdisciplinary approach by integrating theories and methodologies from organizational behavior, social psychology, culture psychology, cultural sociology, marketing, and behavioral economics. She has published at worldwide top-tier peer-reviewed academic journals such Annual Review of Psychology, Organizational Behavior and Human Decision Processes, Research in Organizational Behavior, Journal of Experimental Social Psychology, Journal of Cross-Cultural Psychology, Asian Journal of Social Psychology, and Academy of Management Best Proceedings.

Zhi Liu taught undergraduate course, Fundamentals of Management, at Nanyang Business School, Nanyang Technological University in Singapore. She also has teaching experiences with MBA/EMBA courses such as Lead: Individual, Team, & Organization, Power & Influence, Managerial Negotiation, and PhD courses such as Organizational Behavior. Her teaching interests include cross-cultural management, leadership and communication, power and influences, and organizational behavior.

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辅导、答疑时间：

Thursday 12:00 – 2:00pm or by appointment

一、项目培养目标

- 1 **Learning Goal 1** Graduates will be thoroughly familiar with the specialized knowledge and theories required for the completion of academic research.
 - 1.1 Objective 1 Graduates will have a deep understanding of basic knowledge and theories in their specialized area.
 - 1.2 Objective 2 Graduates will be familiar with the latest academic findings in their specialized area and will be knowledgeable about related areas.
 - 1.3 Objective 3 Graduates will be familiar with research methodologies in their specialized area, and will be able to apply them effectively.

- 2 **Learning Goal 2** Graduates will be creative scholars, who are able to write and publish high-quality graduation dissertation and research papers.
 - 2.1 Objective 1 Graduates will write and publish high-quality graduation dissertation and research papers
 - 2.2 Objective 2 Graduates will be critical thinkers and innovative problems solvers.

- 3 **Learning Goal 3** Graduates will have a broad vision of globalization and will be able to communicate and cooperate with international scholars
 - 3.1 Objective 1 Graduates will have excellent oral and written communication skills
 - 3.2 Objective 2 Graduates will be able to conduct efficient academic communication in at least one foreign language

- 4 **Learning Goal 4** Graduates will be aware of academic ethics and will have a sense of social responsibility.
 - 4.1 Objective 1 Graduates will have a sense of social responsibility.
 - 4.2 Objective 2 Graduates will be aware of potential ethical issues in their academic career.
 - 4.3 Objective 3 Graduates will demonstrate concern for social issues.

二、课程概述

Course Overview

This course addresses the fundamentals of research in social sciences in general and of research in management and organization in particular. As an integral part of the Ph.D. training, the course aims to introduce to students what research is about and the skills and knowledge each stage of the research process requires. Students will be exposed to a broad (though not comprehensive) range of research methods and techniques that are commonly used in major social science disciplines. The goal is to help students to develop critical and creative thinking, broaden the methodological perspectives and the skill pool, learn to evaluate and appreciate others' research, and prepare for being able to initiate and manage a research project that leads to a publication in top international journals.

三、课程目标

Course Objectives

This course is designed to introduce students to philosophy of science and issues in research design. The primary emphasis will be on conceptualization of the research process, understanding empirical research designs and strategies, and understanding the practical implications of scientific research. By the end of the course students are expected to be able to:

- Develop a research question
- Develop a theory and formulate hypotheses
- Evaluate and integrate past literature
- Know the pros and cons of major research methods
- Design a study (or studies) to test the hypotheses
- Design data collection instruments and measures
- Determine the techniques for data collection and analysis
- Know how to write up study results
- Present a study clearly and persuasively in the written format and in oral presentation
- Understand the publication and review process

四、内容提要及学时分配

Detailed Course Plan

This is a tentative outline. Contents are subject to change. Details of the syllabus (such as reading materials, questions for discussion) will be updated timely. Materials will be posted online before and after each class.

Course Outline

Week & Date	Topic
Week 1 (9/14)	Course Overview
Week 2 (9/21)	Science & Applied Science
Week 3 (9/28)	Theory & Research Question
Week 4 (10/5)	National Day Break!
Week 5 (10/12)	Hypothesis & Literature Reviews
Week 6 (10/19)	Measurement and Research Strategies
Week 7 (10/26)	Experiment & Quasi-Experiment (I)
Week 8 (11/02)	Experiment & Quasi-Experiment (II)
Week 9 (11/9)	Sampling (DUE: Group assignment 1)
Week 10 (11/16)	Survey, Interviews, & Archival Data (I)
Week 11 (11/23)	Survey, Interviews, & Archival Data (II) DUE: Group assignment 2)
Week 12 (11/30)	Qualitative Research
Week 13 (12/7)	Data Analysis & Result Report (DUE: Group assignment 3)
Week 14 (12/14)	Writing & Publishing
Week 15 (12/21)	Academic Talk (DUE: Group assignment 4)
Week 16 (12/28)	Research Proposal Preparation

期末考试时间：

There will be no final exam. For the grading method please see Course Assessment.

五、教学方式

Teaching Methods

This course is in the form of seminar. Student discussion will dominate the class, which will be facilitated by the instructor. In each class the instructor will first briefly introduce the background, key concepts, and issues of the topics. Then the majority of the time will be devoted to discussion and/or presentations. The instructor will end the class with some concluding remarks.

Reading materials are provided for each class. The “required readings” (the “R” readings) must be read by all students prior to class. The “additional readings” (the “A” readings) are supplementary materials that students can choose to read or not. Questions for discussion are provided for each class to assist preparation. Students are strongly encouraged to raise their own questions before and in class.

The language for this course will be English, meaning that all verbal and written formats of communication should be in English. In discussion Chinese terms are allowed when the speaker does not know the corresponding English terms. For written assignments, English writing with clarity and minimum grammatical and spelling errors is expected.

1. **Readings and Assignments:** Before each class, you should read each of the assigned articles thoroughly. In addition to the readings, discussion questions and assignments may also be assigned to help you to understand the material better. Students are expected to provide their answers to the questions if called upon in class. The assignment must be submitted before class according to the instruction given beforehand.
2. **Class Participation:** You are expected to come fully prepared to each class session. You should be articulate and forceful in presenting your position to the class on the issues discussed. Active participation and free discussion are strongly encouraged.
3. **Group-Lead Discussion:** Each group will lead at least one discussion. The discussant(s) should briefly summarize the readings, organize the class to discuss around the questions provided in advance, and raise questions for further discussion. However, this by no means exempts any other student from the responsibility of reading the materials and actively contributing to the discussion.
4. **Quizzes:** To check the effect of learning, quizzes will be taken randomly in class, either at the beginning or the end of the class or in the middle.
5. **Four Group Assignments:** Students will be organized into four- or five-person groups. For each assignment, group members work collectively, turn in one copy of writing or presentation, and receive the same grade. Three assignments will be conducting “mini” studies (such as a survey, an experiment, a qualitative study), analyzing the data, and presenting the results. The fourth assignment will be writing a peer review (from the editor/reviewer’s perspective) of a

published or unpublished paper. Members should contribute equally to the group. Detailed instruction will be provided in the description of each group assignment.

6. **Research Proposal:** You will independently work on the research proposal. In the write-up you are expected to raise a research question, review relevant literature, develop your theory and hypotheses, select a method (or methods) to test your hypotheses, suggest the data analysis strategies, describe the expected results, and discuss the implications of your potential findings. The research proposal should reflect the various considerations in the research process discussed throughout the semester. Every student will be required to present his or her research proposal in class. I will provide comments on the proposal. Detailed instruction will be provided in the description of this task.

六、教学过程中 IT 工具等技术手段的应用

IT tools to be used in the classroom

Projector, PC with Internet connection, and Portable microphone.

七、教材

Textbooks

Singleton, Royce A. Jr. & Bruce C. Straits, (2005). Approaches to Social Research, Oxford University Press.

八、参考书目

References

- Chen X.-P., Tsui, A., & Farh, J.-L.. (2008). Empirical methods in organization and management research. Beijing: Peking University Press (in Chinese) 陈晓萍, 徐淑英, 樊景立. (2008). 组织与管理研究的实证方法. 北京大学出版社.
- Cooper, D. R., & Schindler, P. S. (2006). revised by Sun, Jianmin. Business research methods. (9th ed.), Boston: McGraw-Hill. Reprinted with copyright transfer by China Renmin University Press.
- David A. de Vaus. (2001). Research Design in Social Research. Thousand Oaks, CA: Sage Publications.
- Creswell, J. W. (2013). Research design: Qualitative, quantitative, and mixed Methods approaches, 4th Edition. Thousand Oaks, CA: SAGE Publications.
- Brewerton, P. & Millward, L. (2001). Organizational research methods: A guide for students and researchers. Thousand Oaks, CA: Sage Publications.
- Pedhauzer, E. J., & Schmelkin, L. P. (1991). Measurement, design, and analysis: An integrated approach. Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.

九、教学辅助材料，如 CD、录影等

Videos, CD-ROMs and other adjunct learning resources used

None.

十、课程学习要求及课堂纪律规范

Rules students must follow

All registered students are expected to

- 1) Attend every class and be punctual. Any student who misses three classes without advanced permissions will fail the course.
- 2) Read the assigned materials before every class and be fully prepared for class discussion.
- 3) Actively participate in class discussion.
- 4) Complete every individual and group assignment on time. Late submissions will not be graded unless permission is granted in advance under special circumstances.
- 5) Contribute fairly to group assignments. Free-riders will be penalized.
- 6) All written assignments must be typed, using font size of 12, double-spaced, and one-inch margins. English writing with high clarity and minimal grammatical and spelling errors is expected.
- 7) All files sent to the instructor must be named according to the instruction (e.g., "Scale_StudentName").
- 8) Please note that no late submission of any assignment will be accepted.

十一、 学生成绩评定办法 (需详细说明评估学生学习效果的方法)

Course Assessment

Class Participation	10% (including attendance, classroom etiquette, and contribution to class discussion)
Group-Lead Discussion	10%
Assignments & Quizzes	20%
Group Assignments	40% (10% x 4, members of the same group will get the same grade)
Research Proposal	20%