

MS3224: BUSINESS SURVEY DESIGN

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Business Survey Design

Subject Code

MS - Department of Decision Analytics and Operations

Course Number

3224

Academic Unit

Department of Decision Analytics and Operations (DAOS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

CB2200 Business Statistics or equivalent

Equivalent Courses

Nil

Exclusive Courses

MKT3602 Marketing Research

Part II Course Details

Abstract

This course aims to:

- Provide students with knowledge about the nature of survey research and the fundamental methodology of conducting survey research in the business field.
- Provide students with statistical techniques to help with research design, sample design, questionnaire design, fieldwork procedure, data analysis and the presentation of results.
- Develop students' computing and analytical skills to solve real-world problems.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify a research problem and determine the information that is needed to address it	10	x	x	
2	Design a survey process by selecting the appropriate survey methods and sampling procedure in a business research study	30		x	
3	Demonstrate competence in using appropriate platform and software (SPSS and Excel) in data collection and analysis	30	x	x	x
4	Draw conclusions and provide recommendations based on the collected survey data	20			x
5	Communicate and explain effectively research findings to the management	10		x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in interactive lecture to gain knowledge about survey design and data analysis techniques. Students will work in groups to brainstorm and discuss the contents and structure of a questionnaire to be used in collecting data for the survey research project. Students will conduct a pre-test on a designed questionnaire, and report back to class after group discussions.	1, 2, 3, 4, 5	
2	SPSS Workshops	Students will follow instructor's demonstration and practice statistical computing skills for data organisation and data analysis.	3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project	1, 2, 3, 4, 5	50	

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Group Project and Presentation

Criterion

Ability to design a survey for the identified research questions; Ability to conduct appropriate data analysis and interpret findings for making performance-improving recommendations to address the business research questions; Ability to demonstrate team-based learning and teamwork.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Written examination

Criterion

Ability to apply survey techniques and data analysis skills to solve research problems.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Introduction to Survey Methods

The role of surveys in decision making. Census versus sample survey. Official surveys in Hong Kong. Important points to note in conducting surveys. Survey research process.

Measurement and Scaling Techniques

Measurement scales. Measuring attitudes. Designing itemized rating scales. Measurement accuracy.

Questionnaire Design

Attributes of an effective questionnaire. Questionnaire design process. Overcoming inability to answer. Overcoming unwillingness to answer. Choosing question structure and wording. Reproduction of the questionnaire. Pretesting.

Sample Design

The sampling design process. Choosing between random and non-random designs. Sampling error. Nonsampling error. Response error. Nonresponse error.

Sampling Procedures

Nonprobability sampling techniques. Probability sampling techniques. Estimation and bound on error. Statistical approach to determining sample size. Nonresponse issues in sampling.

Data Collection and Preparation

Primary data-collection methods. (telephone methods, personal methods, mail methods, electronic and other data collection methods including use of social media and social network). Selecting data-collection methods. Potential survey problems. The data-preparation process.

Data Analysis

Use of SPSS for developing charts and tables. Review of statistics associated with frequency distribution and tests. Cross-tabulations. Chi-square and other nonparametric test. Review of regression analysis. Binary logistic regression.

Communication of Research Results

The report preparation and presentation process. Report format. Common errors in written report. Graphical presentation of research results. Guidelines for oral presentation.

Reading List

Compulsory Readings

Title	
1	Naresh K. Malhotra, Marketing Research – An Applied Orientation, 7th edition, Pearson Education International, 2019.
2	Fred M. Feinberg, Thomas C. Kinnear, James R. Taylor, Modern Marketing Research: Concepts, Methods, and Cases, 2nd edition, Cengage Learning, 2013.
3	Naresh K. Malhotra, Daniel Nunan, David F. Birks, Marketing Research: An Applied Approach, 5th edition, Pearson Education International, 2017.
4	Pamela S. Schindler, Business Research Methods, 13th edition, McGraw Hill Education, 2019.

Additional Readings

Title	
1	Online Resources: Census and Statistics Department, HKSAR. http://www.censtatd.gov.hk