

RESEARCH METHODOLOGY (GEN 501; SESSION M)



Module 3, 2014: 17 February – 18 April

Graduate-level; General Required; English-Delivery

18 Contact Hrs.; 9 Weeks; Meetings 1x/week; 1.5 credits

Website: <http://rm14.phbs.info> Alternate Site: <http://rm14.terrillfrantz.com>

Instructor Information:

Name: Prof. Terrill L. Frantz

Office Location: 761

Email: terrill@phbs.pku.edu.cn

Website: <http://scholar.terrillfrantz.com>

Office Hours: 8:30-10:00am Monday & By Appointment

Course Meeting Information:

Days: Thursday

Time: 8:30am-10:20am

Classroom: 231

Course Description

This course aims to improve critical thinking and creative problem solving skills for the analysis of graduate thesis and work place problems. It provides the tools, skills, and background to perform research across a variety of industries and job functions. Students will be exposed to and expected to have the ability to perform a variety of types of research and utilize different methodologies in their relevant settings.

Course Objectives

The course is designed and the instructor endeavors to:

- Prepare students for writing a quality master's thesis and successfully defending it to a faculty evaluation committee at PHBS.

Course Topics

The course material involves vital topics such as:

- Selecting an advisor
- The scientific method
- Common statistical methods
- Finding topics
- Setting up research questions
- Thesis writing
- Searching for references
- Citations & references formatting
- Plagiarism
- Oral defense presentations
- Oral defense delivery

Learning Outcomes

After successfully completing this course, the student will be able to:

- Explain the driving purposes of requiring a thesis in graduate education,
- Identify the basic progression of steps--beginning to end--of a Master's Thesis process,
- Recount effective strategic and tactical approaches to a successful Master's Thesis,
- Appreciate the expectations of the thesis documents and defense evaluators, and
- Be prepared for adeptly working through the challenge of completing the thesis requirement,

Instructional Methods

The instructional methods include professor lectures, guest speakers, in-class activities, group discussion, and outside of class activities. Classroom interaction, student engagement, and the energy put forth in completing the assignments are critical factors for productive learning in this course.

Prerequisites

There are no specific prerequisites for this course.

Course Text

Readings will be provided by the professor.

Student Expectations & Course Policies

Regular class attendance and energetic completion of the course activities is firmly expected. Attendance will be taken at every scheduled class meeting. Submitting assignments late is heavily penalized: there is a deduction of 20% in the evaluated score for an assignment submitted after it is due.

Grading/Evaluation

Course grading will be derived from the following. Please note that grading is not personal; it is a mirror reflection of the merit of the submitted work and in this course it is certainly not a negotiation.

Classroom Attendance	30%
Homework Assignments (7 weekly)	70%

Course Website

The course website is the primary communications vehicle for outside-of-class communications and course documentation. The student is expected to routinely check the site for information and class-related announcements—perhaps daily. The website URL is listed at the top of this syllabus.

Instructional Program

Unit	Unit Title
1	Preliminaries: <i>Selecting Your Advisor & Research Topic</i>
2	Deliverable: <i>The Thesis Manuscript</i>
3	Applied Management-Oriented Research: <i>Operations</i>
4	Deliverable: <i>The Thesis Defense</i>
5	Applied Management-Oriented Research: <i>Marketing</i>
6	Execution: <i>Conducting Your Research</i>
7	Applied Management-Oriented Research: <i>Strategy</i>
8	Reporting: <i>Writing Your Thesis</i>
9	Presenting: <i>Defending Your Thesis</i>

About the Instructor

Assistant Professor Terrill Frantz is a full-time management faculty member of Peking University HSBC Business School in Shenzhen, China. He has 20 years of corporate experience in global investment banks (Morgan Stanley and JP Morgan) in New York, London, and Hong Kong, and in consulting for organizations in other industries, such as chemicals, presidential politics, and numerous SMEs. His academic specialty is in Organization Behavior during M&A, with a primary research focus on Post-Merger Integration—he has published numerous academic articles and book chapters on the subject. Dr. Frantz has a life-long orientation in software technology, finance, and international business management, buttressed by both work experience (Asia-Pacific Operations Officer for Technology at Morgan Stanley, Assistant to the CIO at Morgan Stanley, etc.) and advanced degrees (Executive MBA from the Stern Business School, New York Univ.; Doctorate degrees in Computer Science from Carnegie Mellon Univ., and Organization Change from Pepperdine Univ., etc.).