

# RESEARCH METHODOLOGY (GEN 501; SESSION M)

## Course Syllabus

Module 3; 2 March – 30 April 2015

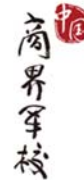
MS-Graduate-Level; Required (General)

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

Language: English



北京大学  
汇丰商学院



Peking University HSBC Business School

## Course

Meeting Days: Thursday  
Meeting Time: 8:30am-10:20am  
Classroom: 403  
Website URL: <http://rm15.phbs.info>

## Instructor

Name: Terrill L. Frantz  
Office: Room 761  
Email: [terrill@phbs.pku.edu.cn](mailto:terrill@phbs.pku.edu.cn)  
Website: <http://scholar.terrillfrantz.com>  
Office Hours: By appointment (send email)

## Course Description

This course prepares students for producing and delivering their Master's Degree thesis. It is an introduction to the processes of identifying a research topic, carrying out scientific investigation, writing a scholarly manuscript and defending the work to management-oriented faculty. Students are introduced to various types of scholarly inquiry and research methodologies which are germane to business-oriented research. Requisite matters such as working with a thesis advisor, applying the American Psychological Association (APA) standard, and avoiding plagiarism are accentuated topics in this course. Broadly, the course develops students' critical thinking, advances the effectiveness of their interpersonal communications—specifically in the writing of research-oriented documents and the logical and defensible presentation of their ideas--and exposes them to the global-standards of scientific endeavor and ethics.

## Learning Outcomes

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

- Explain ethical boundaries and behavioral expectations for all facets of the Master's Thesis, and
- Employ numerous techniques to present their ideas effectively, logically explain their reasoning, and defend their findings in front of a PHBS faculty evaluation committee, and
- Demonstrate improved professional skills in areas such as critical thinking, problem-solving, and personal communications, and
- Identify and subsequently carry-out the progression of steps for completing a Master's Thesis at PHBS.

## Course & Instructor Objectives

The course is designed to, and the instructor endeavors to:

- Facilitate an energized classroom environment and an overall productive course experience so that every student achieves each of the Learning Outcomes, and
- Cultivate the professional development of every student so that, post-graduation, each is better prepared and a more productive, visionary and principled leader in their chosen profession and industry, for the betterment of China and the world.

## Student Success Factors

To be successful in this course, the student is expected to attend every class meeting, participate in discussions, and conscientiously complete assignments when due. Course and classroom engagement is a key driver and a critical factor for prosperous learning in this course.

## Course Topics

The course is comprised of topics such as:

- Preliminaries:
  - Selecting an Advisor and a Research Topic
- Research Deliverables:
  - What is the Thesis Manuscript
  - What is the Oral Defense
- Executing Research:
  - Conducting Scientific Research
- Reporting Research:
  - How to Write a Manuscript
  - How to Orally Defend a Thesis
- Survey of Perspectives and Research Topics from Specialty Fields within the Management Discipline

## Instructional Methods

The course involves a weekly classroom lecture, occasional in-class group activities, and weekly individual homework assignments. Selected readings will be assigned weekly. On several occasions, a different PHBS faculty member—selected from the management discipline—will provide the classroom lecture. Some peer-evaluation activities will be undertaken during this course.

## Prerequisites

There are no compulsory prerequisite courses for this course. This course is designed for first-year management program students. Typically, students will complete their degree thesis 12-24 months after taking this course.

## Course Text

There is no required text for this course. Individual readings will be provided by the course instructor.

## Student Expectations & Course Policies

Given the large number of students enrolled in the course and that this is graduate-level material, each student must take responsibility for the quality of their own personal learning. The instructor's role is to provide relevant and insightful information to advance the course objectives and facilitate the learning outcomes; therefore, the student engages and does the learning. Attendance is taken every class meeting. Assignments submitted after being due will not be accepted (see the grading policy below).

## Grading/Evaluation

Final course grade will be computed according to:

Classroom Attendance (#9)	30%	(0- non-present, 100-present)
Weekly Homework Assignments (#9)	70%	(0-100; the two lowest scores are dropped)

Note that assignment grading is not personal; it is an unqualified reflection of the merit of the individual students' submitted work, often viewed relative to the work others. The course final grade is a straightforward computation. For this instructor, grading is not a negotiation. Instructor's decisions are final. Plagiarism results in a zero score for the affected deliverable at a minimum, and possibly school-level disciplinary action. Attendance-sheet fraud will result in course failure and likely, school-level disciplinary action for all persons involved.

## 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 is the sole vehicle for students to submit assignments. The website URL is listed at the top of this syllabus. If the Website URL is blocked by authorities, then try the backup URL. Instructions on using the website will be provided on the first day of class.

## Instructional Program

Unit	Unit Title
1	Preliminaries: <i>Selecting Your Advisor &amp; Research Topic</i>
2	Deliverable: <i>The Thesis Manuscript</i>
3	Applied Management-Oriented Research: <i>Marketing</i>
4	Deliverable: <i>The Thesis Defense</i>
5	Applied Management-Oriented Research: <i>Operations</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

Dr. Terrill Frantz is an Assistant Professor of Management. He joined the faculty of PHBS in 2010. 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 industries, such as chemicals, US 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 from the Stern Business School, New York Univ., and two Doctorate degrees (Computer Science from Carnegie Mellon Univ., and Organization Change from Pepperdine Univ.). His first Doctorate dissertation (Pepperdine University) is entitled, “Patterns of Change in Organization Performance.” And the second doctorate thesis (Carnegie Mellon University) is entitled, “A Behavioral Theory of the Merger: Dynamics of the Post-Merger Integration Process.” Prof. Frantz has lived in China (Hong Kong & Shenzhen) for 11 years.