



北京大学 汇丰商学院  
Peking University HSBC Business School

## RESEARCH METHODOLOGY

2015 Spring M4

### Syllabus

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**Instructor:** Chang Y. Ha, Ph.D.

**Office:** PHBS 648

**Class Hours:** Mon./Thu. 10:30 am – 12:20 pm (Session F2)

Mon./Thu. 3:30 pm – 5:20 pm (Session F1)

**Office Hours:** Mon./Thu. 1:30 pm – 2:30 pm & by appointment

**Class Location:** PHBS 231

**Tel:** 755-2603-3651

**Email:** cyha@phbs.pku.edu.cn

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### COURSE DESCRIPTION

This course introduces students to various components of conducting quality research. Students will be guided through different venues they must visit in order to produce successful thesis papers. To that end, the course will first review different areas of finance/financial economics to help students find areas and topics they like to choose for their theses. It will then discuss how to develop interesting hypotheses and what kinds of theoretical and/or empirical models are to be used to test them. Data collection, processing, and analysis will also be discussed. The course will conclude with addressing the issue of how to write a good paper.

### LEARNING OUTCOMES

- Understand essential elements of quality research.
- Learn various subfields of finance/financial economics.
- Identify the potential topics for the thesis.
- Learn how to conduct their own research
- Learn how to write a good paper

## PREREQUISITES

Students are expected to have completed the prerequisites specified by PHBS. I assume that students have taken basic finance and econometrics courses. Although I will review material you might well have learned in those courses whenever necessary, it is the students' responsibility to bring it back to life.

## REQUIRED TEXT

There is no prescribed textbook for this course. Course material including published articles and WPs will be handed out if needed. You may find the following references useful for part of the course material.

Chris Brooks, *Introductory Econometrics for Finance, 2<sup>nd</sup> ed.*, Cambridge University Press

Ekkehart Boehmer, John Broussard, and Juha Pekka Kallunki, *Using SAS in Financial Research*, SAS Press, 2002

## ASSESSMENT

|   |     |
|---|-----|
| Assignment 1                            | 10% |
| Assignment 2                            | 20% |
| Research Proposal 1 <sup>st</sup> draft | 20% |
| Research Proposal final draft           | 40% |
| Attendance/Participation                | 10% |

## ASSIGNMENTS

Each student is required to submit his/her *own individual* work. **No late assignment will be accepted.** In case you cannot meet the due date for some justifiable reason, it is your responsibility to arrange the submission **prior to the due date.**

## PROJECT GROUP

I strongly advise that each student come up with a research idea/topic as early in the term as possible. To promote, and help each other with, the search of the research topic and progress thereafter, students need to form a project group which will accommodate up to 3 people. The research proposal should have all of the paper topics of each and every member of the group. Please bring it to my attention if any member of your group does neglect his or her duties. I will work with the group to solve the problem.

## **RESEARCH PROPOSAL**

You will submit two research proposals, which must contain the following ingredients:

1. 1<sup>st</sup> draft: Description of research topics and underlying motivations
2. 2<sup>nd</sup> draft: Literature review, hypothesis, data description, empirical/theoretical model design, estimation strategy.

Each report should be no longer than 10 pages and each group will have to prepare a 10-minute presentation for each proposal.

## **CLASS PARTICIPATION AND IMPROPER BEHAVIOR**

Your participation and demeanor will be counted toward the overall participation score. Improper behavior such as coming late, leaving early, and snoring in class or inappropriate computer usage in class such as e-mailing, instant messaging, web surfing will not be allowed during class time. It would distract your classmates and the instructor alike.

## **ACADEMIC MISCONDUCT**

Please familiarize yourself with what constitutes plagiarism, which breaks down the academic integrity policies set by PKU.

The following are some of the actions that have resulted in students being found guilty of academic misconduct in recent years:

1. submitting work for assessment knowing it to be the work of another person;
2. failure to acknowledge the source of material used in any of your work.

**Tentative Schedule (subject to change)**

| <u>Class Time</u> | <u>Topic</u>  |
|-------------------|---|
| 1                 | Introduction to Research Methodology<br>Research Ideas in Finance (May 7)   |
| 2                 | Select Research Topic (May 11)  |
| 3                 | Literature Review<br>Hypothesis Development (May 14)  |
| 4                 | Data Collection & Analysis (May 18)<br><br><i><b>1<sup>st</sup> Assignment due</b></i>  |
| 5                 | Models and Tools<br>Writing a Good Paper (May 21)<br><br><i><b>1<sup>st</sup> Research Proposal Due</b></i>   |
| 6                 | Presentation: 1 <sup>st</sup> Draft (May 25)  |
| 7                 | Presentation: 1 <sup>st</sup> Draft (May 28)  |
| 8                 | Presentation: 2 <sup>nd</sup> Draft (July 2)<br><i><b>2<sup>nd</sup> Assignment due (Jun 11)</b></i><br><i><b>2<sup>nd</sup> Research Proposal Due (Jun 28)</b></i> |
| 9                 | Presentation: 2 <sup>nd</sup> Draft (July 6)  |