School of Business
MPhil/PhD Coursework Syllabuses
(Applicable to students registered in 2016-17 or after)

Requirements: 1 compulsory + 3 electives

BUSM6001 – Research Methods for Business Studies (Compulsory)

This course introduces students to fundamental and contemporary research methodologies in business studies, including research design, survey method, econometric modeling and empirical analysis, etc. The focus will be on how to develop appropriate research design for specific research questions, how to implement empirical analysis, and how to present and interpret the results. Moreover, students will present their own planned research projects, paying particular attention to (1) the contributions to existing knowledge and (2) justification for the methodology proposed.

BUSM6002 - Research Seminars in Marketing I: Consumer Behaviour

This course is to provide doctoral students with a solid foundation for critical thinking in consumer behaviour. This seminar focuses on topics related to self-regulation, social relationships, and decision-making. The readings consist of articles from premier journals and book chapters in marketing and social psychology.

BUSM6003 - Research Seminars in Marketing II: Quantitative Studies

This seminar focuses on using quantitative models to study different marketing topics. These topics cover both consumer decisions and firm strategies. The survey covers classic as well as contemporary works in these areas. Participants in the seminar are encouraged to design a model in areas of their interests as part of the seminar.

BUSM6004 – Research Methodologies in Information Systems

Overview of the conduct of research in the information systems field for MPhil/PhD students in information systems.

BUSM6005 – Survey of Research in Information Systems

Survey of research topics related to technical/management issues illustrating the impact of information technology on organisations; for MPhil/PhD students in information systems.

BUSM6006 – Research Seminars in Information Systems

Research seminars to prepare MPhil/PhD students in information systems to conduct advanced research in the field. Extensive literature reviews help sharpen critical thinking and identify relevant research topics.
BUSM6009 – Research Seminars in Human Resources Management and Organisational Behaviour

The research seminars prepare MPhil/PhD students to conduct advanced research in the areas of human resource management and organisational behaviour.

BUSM6012 – Research Methodologies in Economics and Strategy

This course covers the basic empirical research methodologies used in strategy field including research design, econometric modeling and analysis, statistical software usage (SAS/STATA), etc. Basic statistical theory and econometric concepts and methods will be introduced in this course. We will also read many research papers that are good examples of empirical application. You are also taught how to deal with data set in SAS software, how to implement basic empirical analysis using STATA software, and how to interpret the results you obtain. Some exercises will be assigned to class participants in order for consolidation of what they have learned in class. Short discussion sessions can be arranged for class participants to share their own research projects upon request.

BUSM6013 – Doctoral Accounting Seminar I

The purpose of this course is to provide an overview of various topics in accounting relating to faculty research interests and expertise. We will discuss both classic papers on financial markets, and faculty members’ own research in these areas. The course will be based on lectures, student presentations, and discussions.

BUSM6014 – Doctoral Accounting Seminar II

This course focuses on empirical financial accounting research related to capital market issues and managerial incentives. The course involves the discussion of selected research papers that will help students to understand the evolution, theoretical foundations, and research methods of capital market literature.

BUSM6015 – Advanced Topics in Strategy and International Business

This doctoral seminar covers advanced topics on strategy and international business (IB), with a focus on critical review of their theoretical foundations and substantial issues. Seminar topics include: state of strategy and IB research, transaction cost economics, relational exchange theory, resource-based view, competitive force framework, institutional theory; strategic orientation, organisational learning, product innovation, interorganisational relationships, international business, and emerging markets. The emphasis will be on critical review of most recent theoretical advances and development of new theoretical models.

BUSM6016 – Research Seminars in Operations and Innovation Management

This course exposes students to cutting-edge research on operations and innovation management topics using both theoretical models and empirical analysis. It will start with an introduction of theoretical models that are commonly used in the operations and innovation management field to build hypothesis and then strengthen students’ ability to design and conduct empirical research related to their models. We will study classical papers, review articles and recent contributions related empirical research in operations and innovation management.
Other courses

Some courses offered by the MBA, MFin and MEcon programmes are available to MPhil/ PhD students. Courses offered by other Faculties and other local universities may also be available to MPhil/ PhD students subject to the recommendation and approval by respective supervisors and the Chairman of the Departmental Research Postgraduate Committee. (See note)

Note: Students should take at least two PhD level elective courses if the courses are used to fulfil the School-level coursework requirement.