

HTM504x Hospitality Business Research Methods

Subject Name	Hospitality Business Research Methods
Subject Code	HTM504x
No. of Credits	3
Total Contact Hours	39
Prerequisite	None

Subject Description:

The objective of this subject is to teach students how to do research. Specifically, it will enable students to understand the process of research in the management and operations of hospitality businesses, and the various approaches that are used in research. It will also develop students' ability to critically review published materials and other research and consultancy reports. The aim is to equip students with the necessary skills required to undertake a substantial supervised research project at the Master degree level and be familiar with the process of preparing a properly constructed proposal for a research project.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Discuss the basic concepts and process of conducting research in the management of hospitality businesses, and critically evaluate factors contributing to the success of a research study/project.
2. Identify and follow the proper steps in developing a research proposal, and define and assess the research processes in various hospitality sectors.
3. Critically assess the advantages and disadvantages of applying different research methods.
4. To research, plan, organize, and present a qualitative research project to deal with complex business issues creatively and systematically.
5. Use technology to apply the computerized quantitative data analysis.
6. Demonstrate a comprehensive understanding of current research methods, and show originality in designing their own research for problem solving.
7. Transfer learned research methods for employment requiring in the professional environment.

Assessment Weighting:

Continuous Assessment	100%
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Indicative Content:

1. Introduction to research methods
2. Research question identification
3. The research process
4. Secondary data
5. Methods overview, qualitative data (interviews /focus groups)
6. Qualitative data analyses
7. Questionnaire design and measurement
8. Sampling
9. Alternative data collection techniques
10. Quantitative data analysis
11. Report preparation and ethics