GG601: Research Methodology for Green Business

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Instructor

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Teaching Assistant:

Time & Venue

Mon. & Wed. 4:00pm - 5:20pm. Classroom is 9601.

Materials

Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. 12th ed. McGraw-Hill.

Supplement Materials

Note: Students do not need to purchase the following materials, since important parts from these materials will be discussed during this course through lecture.

1. Frankfort-Nachmias, C., Nachmias, D., & DeWaard, J. (2015). *Research Methods in the Social Sciences.* 8th ed. Macmillan Education.
2. Colebatch, H. K. (1998). *Policy*. University of Minnesota Press.

Other Supplement Materials

Note: If necessary, important parts from these materials will be discussed during this course through lecture.

1. Kuhn, T. S. (1970). *The Structure of Scientific Revolutions*, 2nd ed. University of Chicago Press.
2. Babbie, E. R. (2015). *The practice of social research*. Nelson Education.
3. Yin, R. K. (2013). *Case study research: Design and methods*. 5th ed. Sage publications.
4. Stempel, G. H., Weaver, D. H., & Wilhoit, G. C. (2003). *Mass communication research and theory*. Pearson.

Overview

This course aims to provide basic skills for conducting academic research, with an emphasis on the domain of *Green Business & Policy*. Specifically, this course will guide students to ① Understanding of behavioral science, in order to analyze public opinion, organizational behavior and performance, and more, ② Basic understanding of concepts necessary to understand quantitative research conducted by other researchers, and ③ Necessary knowledge to conduct policy research.

Students will be able to learn the philosophy of social scientific research, followed by research methods for collecting data needed for quantitative analysis, and earn skills to read, understand, and evaluate other research in the area of social science, including management and policy. Toward the end of this course, students will also learn about the philosophy of policy, and how it is related to research.

Credits

1. Mid-Term Paper: 20%
2. Final Paper: 40%
3. Final Exam: 40%
4. Course Participation: Up to 15% (Bonus Credit)
5. Absence, Late Arrival, Failure to submit assignment, other problematic behaviors are subject to penalty.

Note

- There has been a misconception that *Research Method is All About Memorizing*. However, what really matters is understanding what should be applied under any given situation. Hence, students who merely memorize study materials are less likely to receive good grade from this course.
- Lecturer will carry out the lecture based on the assumption that students have read the text.
- KAIST has been strict on attendance since 2011: The university's guideline states that no student should be allowed to miss more than 1/3 of the lecture provided. Given this is a graduate course, all late arrivals and absences will be reflected to final grade, and 4 or more absences without notice will lead to a failing grade (F).
- Absence or late arrival with a reasonable cause is excused after lecturer's review (e.g., hospitalization, death in family, etc.)
- Unethical behavior (e.g., plagiarism, cheating) will be handled according to the university's guidelines. Using materials submitted to other courses, in part or whole, will be treated as a form of plagiarism, which is an unethical behavior.
- Ensure your mobile phone is set to no-sound mode during class.

Week	강의내용	Textbook
1	Introduction to Business Research Pt. 1	Ch. 1, 2, 3
2	Introduction to Business Research Pt. 2	Ch. 4, 5 Supplement
3	The Design of Business Research Pt. 1	Ch. 6, 7
4	The Design of Business Research Pt. 2	Ch. 8. 9
5	The Design of Business Research Pt. 3 The Sources and Collection of Data Pt. 1	Ch. 10, 11
6	Break (Chuseok)	
7	The Sources and Collection of Data Pt. 2 No class on Oct. 9 (Mon).	Ch. 12, 13, 14
8	Midterm Exam (Make-up Lecture for Oct 2) Due for Midterm Paper	
9	Group Project Presentation (Midterm Project)	
10	Analysis and Presentation of Data Pt. 1	Ch. 15, 16
11	Analysis and Presentation of Data Pt. 2	Ch. 17, 18
12	Analysis and Presentation of Data Pt. 3	Ch. 19, 20
13	Introduction to Policy	Supplement
14	Quantitative Content Analysis	Supplement
15	Study Week for Group Project	
16	Final Exam Due for Group Project Paper (Final Project)	

Note: The schedule and teaching materials may be altered in order to improve the quality of course.

TERM PAPER

1. Purpose

- By applying basic elements of research method for social science (i.e., Business research method), students will understand how research projects should actually be designed.
- Through the term paper project, students will earn experience that will actually help them write academic paper and thesis, including their master's thesis.
- In order to accomplish this goal, mid-term paper will take form of a simple, summary of plan. This will be presented to the class in order to receive feedback. Final paper should reflect the feedback, and more.

2. What should be included in the Term Paper

- Select a Topic for Research.
- Suggest how data will be collected and analyzed.
  - ✓ For this course, term paper will be evaluated for how hypotheses are established, how study is designed, how data will be collected and analyzed. (The theoretical depth is not the main focus, though too shallow ones will be criticized)
  - ✓ Replicating established studies is fine, but there has to be some degree of originality added.
  - ✓ Ensure the project to be realistic: Those who propose research plans that they cannot actually carry out will be penalized (e.g., proposing to study a population that is not accessible, suggesting to use research tools that is not available, etc.).