

COURSE DETAILS

Doctoral Degree

32902 Advanced Business Research Methodology and Econometrics* (6 credits)

Course Learning Outcomes

1. To have knowledge in advanced business research methodology.
2. To have knowledge and ability in advanced statistics analysis.
3. To have knowledge and ability in econometric methods.
4. To have knowledge and ability to create econometric models.
5. To have knowledge and ability to use econometric to analyze and interpret data.

Course Description

This course covers different types of advanced business research methodology including a combination of quantitative and qualitative research, selection of advanced statistics for research in variance analysis, multiple linear regression analysis, grouping analysis, classification analysis, factor analysis, bivariate statistics analysis, variable polynomial, synthesis, procedural steps of qualitative and quantitative research and using software to analyze statistical techniques.

Another focus of this course is econometric methods for business research including econometric models and assumptions, system equation methods, simultaneous equation models, time series econometrics and using software to analyze and interpret data.

32905 Research and Theory in Marketing, Finance and Accounting, (6 credits) **and Hospitality***

Course Learning Outcomes

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Course Description

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Note: Work in process of School of Management Science

32906 Analysis and Advanced Theory in Marketing, Finance and Accounting, and Hospitality* (6 credits)

Course Learning Outcomes

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Course Description

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32907 Seminar on Research Issues Related to Marketing* (6 credits)

Course Learning Outcomes

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Course Description

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32908 Seminar on Research Issues Related to Finance and Accounting* (6 credits)

Course Learning Outcomes

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Course Description

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Note: Work in process of School of Management Science

32909 Seminar on Research Issues Related to Hospitality* (6 credits)
Course Learning Outcomes

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Course Description

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32998 Dissertation (Business and Hospitality Management)* (36 credits)
Course Learning Outcomes

1. To acquire ability in conducting a research project for dissertation.
2. To acquire ability in developing instrument for dissertation data collection.
3. To acquire ability in data collection and data analysis of research for dissertation.
4. To acquire ability in writing a research report for publication of dissertation results.

Course Description

Identification of problems and research plan, study, review and analysis of related literature to define scope of research concept for dissertation, research design to identify sample group, design to assess variables, research instrument, design of data analysis and research project for dissertation, construction of research instrument and verification of instrument quality, data collection, data analysis, proposal of data analysis results, conclusion, discussion of results and suggestions, proposal of research article for publication, editing and presentation of complete research report, as well as publication of dissertation results.

32999 Doctoral Professional Experience in Business and Hospitality Management* (6 credits)
Course Learning Outcomes

1. To encourages personality development, leadership skill and problem solving skill.
2. To improve human relations and working ability.
3. To increase professional morality and professional ethics.
4. To develop analytical and synthesis thinking and planning.
5. To improve the applying of theories and knowledge in to professional practice.

Note: Work in process of School of Management Science

Course Description

This seminar provides students a chance to have their business vision, develop their systems thinking and skills, integrate their understanding in to professional practice. It also encourages personality development, the development of good professional vision, improvement of human relations, and promotion of personal and professional ethics.

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