

# THE EDUCATION UNIVERSITY OF HONG KONG

## Course Outline

### Part I

<b>Programme Title</b>	<b>: Master of Arts in Personal Finance Education</b>
<b>Programme QF Level</b>	<b>: 6</b>
<b>Course Title</b>	<b>: Research Project</b>
<b>Course Code</b>	<b>: BUS6040</b>
<b>Department</b>	<b>: Social Sciences</b>
<b>Credit Points</b>	<b>: 6</b>
<b>Contact Hours</b>	<b>: 39</b>
<b>Pre-requisite(s)</b>	<b>: Nil</b>
<b>Medium of Instruction</b>	<b>: English</b>
<b>Course Level</b>	<b>: 6</b>

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### Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing participants with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate participants consist of the following three domains (i.e. in short "PEER & I"):

- **Professional Excellence;**
- **Ethical Responsibility; &**
- **Innovation.**

The descriptors under these three domains are different for the three groups of participants in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

## 1. Course Synopsis

This course is an advanced research course for participants who have sufficient knowledge in research methodologies in finance and are interested in doing academic research relates to personal finance education. Research project proposal of 3,000 words will have to be submitted to the research project committee that is composed of at least two members, including participant's supervisor and programme leader, by the middle of the first semester of participants' study, while the entire research project of about 12,000 - 15,000 words will have to be delivered to the research project committee. Participants will be required to present their research project before the research project committee, which will then give a grade to the work. Revisions will have to be made so that the final research project will satisfy the research project committee. The final research project will have a copy deposited to the Library and another one in the departmental library.

## 1. Course Intended Learning Outcomes (CILOs)

*Upon completion of this course, participants will be able to:*

- CILO<sub>1</sub> Demonstrate the ability to master in-depth research on personal finance education;
- CILO<sub>2</sub> Complete and write up a research project report on personal finance education that combines conceptual and theoretical framework with empirical evidence;
- CILO<sub>3</sub> Show originality and efforts in the in-depth research work;
- CILO<sub>4</sub> Display an interpretation of a research topic in a critical, systematic and unique manner.

## 2. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Research design, hypothesis and variables	CILO <sub>1,2,3</sub>	Seminars, tutorials, discussions, and/or consultations
Research methods: Quantitative and/or qualitative aspects	CILO <sub>1,2,3,4</sub>	Seminars, tutorials, discussions, and/or consultations
Research proposal writing	CILO <sub>1,2,3,4</sub>	Seminars, tutorials, discussions, and/or consultations
Data collection and analysis	CILO <sub>1,2,3,4</sub>	Discussions, consultations, and/or self-directed learning

Draft Research Project Report and presentation	<i>CILO</i> <sub>1,2,3,4</sub>	Seminars, tutorials, discussions, and/or consultations
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### 3. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Research Proposal Participants are required to submit a research project proposal (3,000 words) by the middle of the first semester in their study, detailing the research topic, theories, data collection, and the method of analysis.	10%	<i>CILO</i> <sub>1,2,3,4</sub>
(b) Presentation of draft Research Project Report A draft research project report should be submitted to the supervisor before the deadline designated by the programme (12,000-15,000 words). In addition, research project presentation with a question-and-answer session will be made in the presence of both the supervisor and the committee member(s).	30%	<i>CILO</i> <sub>1,2,3,4</sub>
(c) Final Research Project Report After receiving feedbacks from the supervisor and the committee members on the research project presentation, the participants revise the research project and submit the final copy of the project report (12,000-15,000 words) to the supervisor and the committee member(s) within 2 weeks.	60%	<i>CILO</i> <sub>1,2,3,4</sub>

### 4. Required Text(s)

Nil

### 5. Recommended Readings

Campbell, J. Y., Lo, A. W., and MacKinlay, A. C (1996). *The Econometrics of Financial Markets* (2nd ed.). Princeton University Press.

Cochrane, J. H. (2005). *Asset Pricing*. Princeton University Press.

Cooke, B., & Cox, J. W. (Eds). (2005). *Fundamentals of Action Research*. London: Thousand Oaks, Calif.: Sage.

Gujarti, Damodar N (2004). *Basic Econometrics* (4th ed.). McGraw-Hill.

- Hamilton, J. D. (1994). *Time Series Analysis*. Princeton University Press.
- Hair, J. F. et al. (2010). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.
- Kennedy, P. A Guide to Econometrics (6th ed.). Wiley-Blackwell.
- Remler, D. K. and Van Ryzin, G. G. (2011). *Research Methods in Practice: Strategies for Description and Causation*. Thousand Oaks, C. A.: Sage.
- Ryan, B., Scapens, R. W. and Theobald, M (2002). *Research Method and Methodology in Finance and Accounting*. London: Thompson.
- Tsay, R. S. (2010). *Analysis of Financial Time Series* (3rd ed.). Wiley.
- Wooldridge, Jeffrey M. (2010). *Econometric Analysis of Cross Section and Panel Data*. Cambridge, Massachusetts: The MIT Press.
- Xiao, J. J. (2016). *Handbook of Consumer Finance Research* (2nd ed.). New York: Springer.

## 6. Related Web Resources

Library Resources for Personal Finance: Key Resources	<a href="https://researchguides.dartmouth.edu/personalfinance">https://researchguides.dartmouth.edu/personalfinance</a>
Financial Capability Resources for Teachers	<a href="https://nzcurriculum.tki.org.nz/Curriculum-resources/Financial-capability/Resources-for-teachers/Online">https://nzcurriculum.tki.org.nz/Curriculum-resources/Financial-capability/Resources-for-teachers/Online</a>
Web Center for Social Research Methods	<a href="https://www.socialresearchmethods.net/">https://www.socialresearchmethods.net/</a>
Programme for International Student Assessment	<a href="https://www.oecd.org/pisa/">https://www.oecd.org/pisa/</a>

## 7. Related Journals

*Accounting Review*  
*Finance Research Letters*  
*International Journal of Managerial Finance*  
*International Journal of Qualitative Methods*  
*Journal of Accounting and Economics*  
*Journal of Accounting Research*  
*Journal of Finance*  
*Journal of Financial and Quantitative Analysis*  
*Journal of Financial Economics*  
*Journal of Financial Planning*  
*Journal of Personal Finance*  
*Review of Financial Studies*  
*Review of Quantitative Finance and Accounting*

## 8. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Participants*

(<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>).  
should familiarize themselves with the Policy.

Participants

**9. Others**  
Nil

*Updated 24 May 2022*