

**Syllabus for
Research Methodology for Business
for
master candidates of School of International Trade and Economics**

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Course description

This course serves the follow purposes:

- Enable students to master the basic research methods of economic research, including how to find appropriate research problems and the steps to carry out economic research.
- Let graduate students understand the main components of academic papers and the basic structure of academic papers, such as abstract, background introduction, literature, and the main components and writing methods of research methods. How to sort out the research ideas? How to turn research plan into research paper?
- Explain the common mistakes in students' writing. Including common mistakes in students' writing, for example, some common mistakes made by students in citations and references, so that students can understand what their articles need and don't need. How to avoid violating the red line of academic morality.
- Let students master the writing rules of academic papers, the compilation rules of citations and references of academic papers, language rules, grammar rules, etc.
- Take some research paper as examples to explain the research methods, so that students can understand and master the main measurement research methods through cases. For example, descriptive statistical research, linear regression, counting model, panel regression and other methods. How to carry out academic research.

The course contains 9 chapters. The content of each chapter is as follow.

Chapter 1

- how to find the right research problem
- how to start economic research
- steps of scientific research

Chapter 2

- How to write abstracts and background of academic papers
- This chapter mainly introduces the meaning, function and constituent elements of the abstract of academic paper
- How to attract readers' attention through background introduction
- Understanding the research significance and findings
- How to understand the contribution of the paper? How to write literature?

Chapter 3

- Literature review: who did what?
- Where can i find the research article?
- How to choose thesis reading?
- Literature review is more than a summary.
- What is a good literature review? The function of literature review

- **Chapter 4**

differences between introduction and literature review. How to understand research methods

- How to find research problems? An example of class attendance
- How to formulate research questions? An example of income.
- Why use specific data analysis techniques? An example of antidumping research
- Where can I find the data? The most widely used economic research database. How to present the research results and write the conclusions?

Chapter 5

How to write a postgraduate opening report.

Contents that must be included in the opening report.

Why is a proposal needed?

Definition of research protocol

How to sort out the research ideas?

How to write the research opening report?

How do you translate your research plan into research papers?

Chapter 6

- Common mistakes in students' writing
- Section one: common mistakes in students' thesis writing.
- Section 2. some common mistakes made by students in citations and references.
- Section iii, what is needed and what is not.
- Section iv, rules for the preparation of citations and references

Chapter 7

- Case study of research methods
- Commonly used simple descriptive statistical methods
- Single variable data table analysis method
- Multivariate data table analysis method

- Use of frequency distribution chart,
- Histogram and method of making Stata
- Use of scatter diagram and method of making Stata
- How to write excellent descriptive statistical research papers: case studies

Chapter 8 multiple linear regression model: case study

- Introduce the multiple linear regression model so that students can understand the basic theoretical knowledge of the counting model.
- Let students understand the application of econometric model in thesis writing intuitively through published research paper cases. An example of a gravitational model.
- Through computer exercises, students can master basic multiple linear regression model design, measurement software programming language and methods.

Chapter 9 panel regression: case study

- Introduce the basic theory of panel regression model to students.
- Let students understand the application of econometric model in thesis writing intuitively through published research paper cases. Cases of illegal dumping.
- Through computer exercises, students can master the basic counting model design, the programming language and method of measuring software.

Reading materials

- Microeconomics using stata

Supplementary

- Econometrics methods and applications. Cambridge university press
- Gujarati: Essence of Econometrics
- Wooldridge: introduction to econometrics
- Data management using STATA

Scores

- Data collection 40% for your thesis
- Using a regression model and explains the result in any of your final term paper 60%. Due date the last date of the teaching week in this semester.

Supplementary Reading List (Electronic File Only)

- Microeconomics using stata
- Greene, W. H. (2011). *Econometric analysis* (7th nd). Prentice Hall. (已有中译本)
- Cameron, A. C., & Trivedi, P. K. (2005). *Microeconometrics: methods and applications*. Cambridge university press (已有中译本).
- 谢宇: 《回归分析》, 社会科学文献出版社, 2010。
- Daniel A. Powers and Yu Xie 2000. *Statistical Methods for Categorical Data Analysis*. San Diego, CA: Academic Press (已有中译本).

Recommended Books

- Sophia Rave-Hesketh and Brian Everitt 2000. *A Handbook of Statistical Analyses Using STATA* (3rd edition) Chapman & Hall/CRC.
- Jeffrey M. Wooldridge. 2003. *Introductory Econometrics: A Modern Approach* (2nd edition) Mason, OH:South-Western (已有中译本).
- Scott J. Long and Jeremy Freese 2005. *Regression Models for Categorical Dependent Variable Using Stata* (2nd ed.).College Station, TX: Stata Press.
- Hamilton, L. C. 2009. *Statistics with STATA: updated for version 10*. Belmont, Calif. Cengage Learning (已有中译本).

Other useful materials

- King, Gary 1986. "How to Not Lie with Statistics: Avoiding Common Mistakes in Quantitative Political Science." *American Journal of Political Science*. 30: 666-87.
- Xie, Yu and Emily Hannum 1996 "Regional Variation in Earnings Inequality in Reform-era China" *American Journal of Sociology* 950-92 [variable transformation, linearity test, analysis of variance/covariance, multi-level model]
- Meng, Xin and Paul Miller 1995 "Occupational Segregation and Its Impact on Gender Wage Discrimination in China's Rural Industrial Sector" *Oxford Economic Papers* 47:136-155[Decomposition, ordered probit and multinomial logit models]
- Cheng, Yuan and Jianzhong Dai 1995. "Intergenerational Mobility in Modern China." *European Sociological Review* 17-35 (log-linear model).
- Kung, James Kai-sing. 2002. "Off-farm Labor Markets and the Emergence of Land Rental Markets in Rural Markets." *Journal of Comparative Economics* 30-395-414 [Tobit model]

- Raymo, James M. and Yu Xie. 2000. "Income of the Urban Elderly in Post-reform China: Political Capital, Human Capital, and the State." *Social Science Research* 29:1-24.
- Walder, Andrew G., Bobai Li, and Donald Treiman 2000. "Politics and Life Chance in a State Socialist Regime: Dual Career Path into the Urban Chinese Elite, 1949-1996" *American Sociological Review* 65:191-201. [Piecewise exponential model].
- Wu, Xiaogang, and Donald Treiman. 2004. "The Household Registration System and Social Stratification in China 1955-1996." *Demography* [Discrete-time logit model].
- Steven D. Levitt. 2004 "Understanding Why Crime Fell in the 1990s: Four Factors That Explain the Decline and Six That Do Not." *The Journal of Economic Perspectives*, 18 (1): 163-190.
- Christophe Van den Bulte and Gary L. Lilien. 2001. "Medical Innovation Revisited: Social Contagion versus Marketing Effort." *American Journal of Sociology*, 106 (5): 1409-1435.
- Podolny, Joel M. 1993. "A status-based model of market competition." *The American Journal of Sociology*, 98 (4).
- Xueguang Zhou; Wei Zhao; Qiang Li; He Cai. 2003. "Embeddedness and contractual relationships in China's transitional economy." *American Sociological Review*, 68 (1).