Course Information

Instructor: Dr. Baixiao Liu
Office: PHBS Building, Room **660**
Phone: 86-755-2603-7739
Email: baixiao.liu@phbs.pku.edu.cn
Office Hours: M/Th 2:00pm to 4:00pm

Course Website:
Course Management System (CMS): GEN501 – Research Methodology
Course code and enrollment key are both: GEN501

1. Course Description

1.1 Context

Course overview: the course shall provide the econometric intuition and the application of analyses in finance. Course material includes the toolboxes and the execution guidelines of empirical methods in the research of financial economics. The course should be greatly beneficial for students to prepare for their thesis.

Prerequisites: Students are required to have completed the prerequisite courses, as specified by PHBS.

1.2 Textbooks and Reading Materials

There is no required textbook for this course. References will be disseminated throughout the course.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes

	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes, with respect to ethical practices in research
3. Our graduates will be trained in ethics.	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Assessment/Grading Details

Assessment	Weighting
Attendance	10%
Participation	10%
Thesis Proposal	80%
Total	**100%**

Attendance (10%): It is important that every student attends every class, arriving on time. Attendance will be taken at the **start** of every class, and anyone not present will be marked absent. If you **come late** or **leave early** the attendance will be marked as **absent**. Your first absence will be excused. But two or more absences, for any reason, may negatively impact your attendance grade.

Participation (10%): This grade reflects **my** judgment of your contribution to our learning environment. The grades take into account (1) the *frequency* of your questions and responses in class, (2) their *quality* (e.g., relevance to course materials; insights that differ from others' points of view; elaboration or clarification of others' opinions), and (3) the *professionalism* of your conduct (e.g., no side conversations, no cell phones, preparedness, and respect to your fellow students and their contributions). Note that an interactive environment is not only essential to learning, but also makes the class a more interesting experience.

Thesis Proposal (80%): This grade is **my** evaluation of your thesis proposal in written format. Everyone is required to write and submit your thesis proposal. No group collaboration is allowed. The thesis proposal must be in the field of **Finance**. The proposal should clearly state your research question, and include the motivation, literature review, hypothesis, your plan of data collection, empirical models to use, preliminary findings (if any), potential contribution to the literature. Please limit your writing **within 5 pages**.

2.3 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or

using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honours, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements：

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.