

Research topic / title:

Why are postgraduate business major students choosing to study in the UK?

Abstract

The research team in this qualitative study investigated international students' rationales behind their decisions to pursue postgraduate degrees in business across UK universities, using information gathered from literature reviews and a questionnaire. Participants are all international postgraduates, mostly from Asian and European countries, who are majoring in different business courses at various UK universities. The students' personal factors of motivation were traced through a 14-question online survey that includes both open questions and closed questions demanding lengthy answers. In addition to capturing the unfiltered personal experiences of individuals, the study also outlines the ways in which each variable influences one another to develop students' decision-making processes.

Questions

a) Suggest how you will collect the quantitative data (or use sample selection) for the project in your group assignment and what will be your hypothesis based on your research question. If you use qualitative data only, please also explain any possible analyses for understanding your research question.

b) Briefly discuss whether you will use Simple Linear Regression or Multiple Linear Regression to test the hypothesis in your project. If you will not use any of these regression methods, please give a reason.

c) What kind of variables will you be interested using in investigating and testing your hypothesis? Based on your business knowledge, what possible relationships among these variables can you expect?

d) Discuss whether common assumptions associated with a linear regression model hold in your project.