



APPLIES TO ACADEMIC YEAR 2004/2005

## EMS 2360 Methods and Dataanalysis

### Program

Bachelor of Business Administration Program in Real Estate Studies, Master's Degree Program in Marketing Management, 3rd year

### Responsible for the course

Ulf Henning Olsson, Ragnhild Silkoset

### Department

Economics

### Term

According to study plan

### ECTS Credits

6

### Objective

The primary objective of this course is to teach the students various techniques and methods in marketing research. Major emphasis is given to designing research projects in relation to decision problems in businesses and organizations. The students should also be able to conduct simple types of data analysis themselves, and application of statistic in this connection is central.

### Prerequisites

Basic course in statistics from the Foundation Program in Business administration or other corresponding courses.

### Compulsory literature

Gripsrud, Geir, Ulf H. Olsson og Ragnhild Silkoset. 2004. *Metode og dataanalyse: Med fokus på beslutninger i bedrifter*. Kristiansand: Høyskoleforlaget.

### Recommended literature

Ringdal, Kristen. 2001. *Enhet og mangfold*. Bergen: Fagbokforlaget.

Easterby-Smith, Mark, Richard Thorpe and Andy Lowe. 2002. *Management research*. London: Sage.

### Course outline

#### Part 1

1. Introduction to management research
2. Research philosophy
3. Formulating the research problem
4. Secondary data and standardized data sources
5. Qualitative research
6. Survey research
7. Reliability and validity
8. Types of samples and sample size

#### Part 2

9. Hypothesis testing
10. Variance analysis
11. Regression analysis
12. Factor analysis

#### Part 3

13. Applying method and dataanalysis in projects

### Computer-based tools

This course requires use of computer resources. Recommended software is SPSS.

### Course structure

Full time and part time.

The course consists of 45 lecturing hours, hereof 36 hours for lectures, 3 hours for exercises in class, and 6 hours for practical SPSS training. Additionally, the students are expected to spend

time on exercises and assignments.

**Evaluation**

A control exam in the form of an 48 hours individual home-assignment will be hold mid term. The home-assignment is based on part 1 of the syllabus. A one-week term paper examn is hold at the end of the semester. The term paper may be written individually or by a group of students (maximum three). The home-assignment is graded "Pass/Fail", while the term paper is given a regular grade. Both the control exam and the term paper must be passed to obtain course credits, but if a re-sit is required for one of these evaluations it may be taken separately.

**Evaluation code(s)**

MET 23601 Method and data anlysis - Home-assignment, Pass/Fail.

MET 23602 Method and data analysis - Term Paper, accounts for 100% of the final grade in the course MRK 2360, 6 ECTS credits.

**Aids at the examination**

All written aids.

**Makeup exam**

A makeup exam is held in every term.