



APPLIES TO ACADEMIC YEAR 2004/2005

EXC 2400 Business Research Methods

Program

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

Cooper, Donald R. and Pamela S. Schindler. 2002. *Business research methods*. 8th ed. Boston, Mass.: Irwin/McGraw-Hill.

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

Recommended literature

None.

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. Types of samples and sample size
8. Reliability and validity

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

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

The course ends with a term paper to be completed in one week. The paper can be prepared individually or by groups of up to three students

Evaluation code(s)

EXC 24001 - Term Paper, accounts for 100% of the final grade in the course EXC 2400 Business Research Methods, 6 ECTS credits.

Aids at the examination

All written material.

Makeup exam

A makeup exam is held in every term.