



APPLIES TO ACADEMIC YEAR 2004/2005

## MET 2360 Methods and dataanalysis

### Program

Associate Degree Program in Business Administration, Associate Degree Program in Marketing - Information and Public Relations, Bachelor's Program in International Marketing, Bachelor's Program in Market Communication, Bachelor's Program in Marketing, Bachelor's Program in Public Relations, Bachelor's Program in Retail Management, Bachelor's Program in Tourism and Service Management, Bachelor in Business Administration, Bachelor of Business Administration Program in Auditing, Bachelor of Business Administration Program in banking and Finance, Bachelor of Business Administration Program in Business Administration, Bachelor of Business Administration Program in Finance, Bachelor of Business Administration Program in IT-management, Bachelor of Business Administration Program in Real Estate

### 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*. 2nd ed. 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 held mid term. The home-assignment is based on part 1 of the syllabus. A one-week term paper exam is held 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 analysis - 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.