



APPLIES TO ACADEMIC YEAR 2005/2006

EMS 2360 Methods and Dataanalysis

Program

Bachelor in Real Estate (3. 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

Books:

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

Recommended literature

Books:

Easterby-Smith, Mark, Richard Thorpe og Andy Lowe. 2002. Management research. 2nd ed.. London: Sage.

Ringdal, Kristen. 2001. Enhet og mangfold : samfunnsvitenskapelig forskning og kvantitativ metode. Bergen: Fagbokforl.

Course outline

Part 1

1. Introduction to management research
2. Research philosophy
3. Formulating the research problem

Part 2

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 3

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

Part 4

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

The course is evaluated through an individual home-assignment (ca. two pages) and a one-week term paper. Both the home-assignment 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.

The individual home-assignment is passed out at the beginning of the semester, and shall be handed in at mid term. The home-assignment is based on part 1 and part 2 of the syllabus. The home-assignment is graded "Pass/Fail"

The term paper is held at the end of the semester and lasts for one week. The term paper covers all parts of the syllabus, and may be written individually or by a group of students (maximum three). The term paper is given a regular grade.

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. The individual home-assignment replace the earlier 48-hour take home exam.