MET 2360 Methods and dataanalysis

Program
Bachelor in Arts and Management (2. year), Bachelor in Auditing (2. year), Bachelor in Business and Finance (2. year), Bachelor in Business Journalism (2. year), Bachelor in International Marketing (2. year), Bachelor in IT-management (2. year), Bachelor in Market Communication (2. year), Bachelor in Marketing (2. year), Bachelor in Public Relations (2. year), Bachelor in Retail Management (2. year), Bachelor in Tourism Management (2. year), Bachelor of Business Administration (2. year), Bachelor of Science in Business (2. year)., Bachelor of Science in Marketing (2. 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: Høyskoleforlaget

Recommended literature
Books:
Easterby-Smith, Mark; Richard Thorpe and Andy Lowe. 2002. Management research. 2nd. ed. London: Sage
Ringdal, Kristen. 2001. Enhet og mangfold. Bergen: Fagbokforlaget

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. Hyphotesis 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 exercies 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 tem paper. Both the home-assignment and the tem 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 handled 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 tem paper is hold 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.