



APPLIES TO ACADEMIC YEAR 2006/2007

MET 2360 Methods and dataanalysis

Program

Bachelor in Arts and Management (2. year), Bachelor in Auditing (2. year), Bachelor in Business Journalism (3. year), Bachelor in Finance (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 Science in Business (2. year)., Bachelor of Science in Marketing (2. year), Bachelor in Business Administration (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. 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 a 4 hour written exam at the end of the semester. The written exam is divided into two parts. 40% will be based on a case that is distributed at semester start. The students are encouraged to work with this case individually, since the results will be used in the written exam. The case follows the course through the semester. The other 60% of the written exam builds on questions from the literature in the course. The written exam is given a regular letter grade.

The students must pass both parts at the written exam to obtain course credits.

Evaluation code(s)

MET 23603 – Written exam, accounts for 100% of the final grade in the course MET2360, 6 ECTS credits.

Aids at the examination

The only aids allowed at the exam are simple calculator (spring 2007).

Makeup exam

A makeup exam is held in every term.

Last re-sit exams in MET 23601 (individual home assignment pass/fail), and MET 23602 (Term Paper) will be arranged autumn 2006 and spring 2007.