



APPLIES TO ACADEMIC YEAR 2010/2011

MET 2123 Methods and dataanalysis

Programme

Bachelor in Arts and Management (2. year), Bachelor in International Marketing (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)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This course provides a basic introduction to the use of research methods related to strategic choices and decisions in companies. The course addresses how to identify and define problems and challenges in the organization and in the market, and how to work systematically and scientifically to provide information that can be used for the decision making. The course is based on theories within statistics, business management, strategy and marketing.

Business research knowledge will provide guidance for the students when interpreting information regarding scientific standards. The course will develop the students' abilities to make such critical reviews. Both qualitative and quantitative analysis techniques will be addressed in the course.

Learning outcome

Acquired Knowledge

After finishing the course the students will be able to organize, summarize, and discuss results from research according to the scientific principles for research.

Acquired Skills

After finishing the course the students will be able to independently develop, adapt, correct, and communicate their own research, in addition to understanding, evaluating and utilizing the research of others.

Reflection

The course shall raise student's awareness, and develop students' attitudes in accordance with values related to scientific thinking within research methodology.

Prerequisites

Introduction to statistics for economy and administration

Compulsory reading

Books:

Gripsrud, Geir og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av SAS JMP. Kristiansand : Høyskoleforlaget. Faktoranalyse er ikke pensum i kurset

Recommended reading

Books:

Gripsrud, Geir og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av SAS JMP : Oppgavesamling. Kristiansand : Høyskoleforlaget
Ringdal, Kristen. 2007. Enhet og mangfold : samfunnsvitenskapelig forskning og kvantitativ metode. 2. utg. Bergen : Fagbokforlaget

Silkoset, Ragnhild. 2010. Enkel brukermanual til SAS JMP8. Kristiansand : Høyskoleforlaget

Course outline

- Develop and manage projects, specify the problem definitions
- Research model and hypotheses
- Information sources within the secondary data sources and primary data
- Qualitative techniques and analysis
- Quantitative techniques and analysis
- Reporting and implementation

Computer-based tools

A recommended computer tool is SAS JMP

Learning process and workload

The course has 40 contact hours. Of these 28 hours of lectures will focus on the syllabus. 6 hours consist of training in SAS JMP and 6 hours are spent on a portfolio. Exercises in the use of SAS JMP will take place in the auditorium, using laptops, or in the computer lab.

The course includes a portfolio with a total of three submissions. The portfolio is based on

1. planning the design and problem definition of a research project
2. conducting a qualitative study with analysis and discussion
3. conducting a quantitative survey with analysis and discussion. Each submissions should be between 4 and 8 pages in accordance with BI's template.

The portfolio can be completed individually or in groups of up to 3 students. Students will receive feedback on each of the submissions in the form of written feedback or plenary feedback. Students will have an opportunity to correct their portfolio before the final submission. The completed portfolio assignment accounts for 40% of the final grade in the course.

Recommended time spent in the course:

Activity	Time use
Participation in the teaching	28
Participation in the portfolio review and computer tool supervision	12
Working on the portfolio	70
Preparation for lectures / reading literature	60
Exercises and examination	30
Total recommended use of time	200

BI Nettstudier (Distance Education and E-learning)

The most intensive part of the teaching takes place at the beginning of the semester and before the exam. To aid learning, students will find a studyguide on BI Nettstudier. It contains useful information on studying, planning work and undertaking assignments. Internet supervision is provided via pages containing information about the subject, discussion groups and interactive exercises, together with an exercise program.

Activity	Time use
Lectures (weekend gathering)	16
Doing exercises on It's Learning	50
Working with SAS JMP	36
Work on curriculum material, study guide, submitting portfolio and assignments on it's Learning	78
Exam preparation	20
Total recommended use of time	200

Use of hours

Examination

The students will be tested in two examinations, both of which must be completed and passed before a grade for the course is awarded. The portfolio will be published by the start of the semester.

Part 1 – The portfolio can be completed individually or in groups of up to 3 students. The portfolio must be submitted before the written exam, and the document will be between 4000

and 4500 words, exclusive of the front page, table of contents and reference list, in accordance with the BI template. Attachments are not accepted. There will be plagiarism control of the portfolios.

Part 2 – A three-hour individual written exam.

Examination code(s)

MET 21231 Portfolio assessment accounts for 40% of the grade in MET 2123 Method and Data Analysis, 7.5 ECTS.

MET 21232 written examination accounts 60% of the grade in MET 2123 Method and Data Analysis, 7.5 ECTS.

Examination support materials

All support materials are allowed for the portfolio assessment.

A BI defined calculator is allowed at the written exam.

Re-sit examination

A re-sit for the portfolio (MET 21231) is held in connection with the next regular course.

A re-sit for the written exam (MET 21232) is held every term.

Re-sit examinations can be taken separately.

Additional information