



APPLIES TO ACADEMIC YEAR 2011/2012

EMS 2360 Methods and Dataanalysis - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Ragnhild Silkoset

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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 reading

Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : Beslutningsstøtte for bedrifter med bruk av SAS JMP. Kristiansand : Høyskoleforlaget

Recommended reading

Books:

Easterby-Smith, Mark, Richard Thorpe and Paul R. Jackson. 2008. Management research. 3rd ed. Los Angeles : Sage

Ringdal, Kristen. 2007. Enhet og mangfold : samfunnsvitenskapelig forskning og kvantitativ metode. 2. utg. Bergen : Fagbokforlaget

Silkoset, Ragnhild og Geir Gripsrud. 2010. Metode og dataanalyse : Oppgavesamling. 2. utg.. Kristiansand : Høyskoleforlaget

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

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

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.

Examination

The course is evaluated through a 4 hour written exam at the end of the semester. The written exam is given a regular letter grade.

Examination code(s)

EMS 23603 – Written exam, accounts for 100% of the final grade in the course EMS2360, 6 ECTS credits

Examination support materials

BI-approved exam calculator. Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary. <http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course was lectured for the last time autumn 2010. Re-sit exam will be offered every term from fall 2011 even spring 2013.

Additional information