



APPLIES TO ACADEMIC YEAR 2012/2013

## MAN 2628 Elective Course in Quantitative Analysis

### Programme

Master of Management Program

### Responsible for the course

Ragnvald Sannes

### Department

Department of Leadership and Organizational Behaviour

### Term

According to study plan

### ECTS Credits

0

### Language of instruction

Norwegian

### Introduction

The course is an extension of the compulsory course "**Research Methods and Thesis Writing** (MAN 2519).

The course covers the process from planning a survey to analysis of survey data. The first part focuses on the survey planning and development; i.e. study design. The second part is a hands-on workshop in the use of statistical techniques and procedures to analyse survey data with SPSS.

### Learning outcome

- Knowledge of how to develop a survey for a research problem and question
- Be capable of survey-based data collection
- Knowledge of the analysis, analytical procedures, phases and statistical techniques
- Be capable of undertaking an analysis with their own data
- Be familiar with decision rules (heuristics)
- Be able to make interpretations of the results in order to build conclusions.

### Prerequisites

### Compulsory reading

#### Books:

Ghauri, Pervez N., Kjell Grønhaug. 2010. Research methods in business studies. 4th ed. Financial Times Prentice Hall

#### Other:

Sannes, Ragnvald. 2005. Dataanalyse og statistikk: En praktisk innføring for diplom- og prosjektoppgaver.. Oslo: BI Nettstudier. Kan bestilles via nettbutikken til BI Nettstudier

### Recommended reading

#### Books:

Creswell, John W. 2009. Research design : qualitative, quantitative, and mixed methods approaches. 3rd ed. Sage. Generell metodelitteratur. Alternativ til pensumboken av Ghauri og Grønhaug

Eikemo, Terje Andreas & Tommy Høyvarde Clausen, red. 2007. Kvantitativ analyse med SPSS : en praktisk innføring i kvantitative analyseteknikker. Tapir akademisk forlag. SPSS litteratur

Hair, Joseph F. Jr. ... [et al.]. 2010. Multivariate data analysis : a global perspective. 7th ed. Pearson. Oppslagsverk i statistiske teknikker

Pallant, Julie. 2010. SPSS survival manual : a step by step guide to data analysing using SPSS. 4th ed. Open University Press. Bra gjennomgang av funksjonalitet i SPSS

Saunders, Mark and Philip Lewis. 2012. Doing research in business and management : an essential guide to planning your project. Financial Times Prentice Hall. Generell metodelitteratur, alternativ til pensumboken av Ghauri og Grønhaug

Saunders, Mark, Philip Lewis and Adrian Thornhill. 2012. Research methods for business students. 6th ed. Financial Times Prentice Hall. Generell metodelitteratur. Har mye sjekklister. Alternativ til pensumboken av Ghauri og Grønhaug

### **Course outline**

Part one:

- Justification and consequences of quantitative research methods
  - research problem and design
  - data collection and analysis
- Formulation av research problem
- From research problem to survey instrument
- Design of a survey instrument
- Survey-baes data collection

Part two:

- Analysis of quantitative data
  - procedures and processes
  - analytical techniques
  - interpretation of results
- Using SPSS for data analysis
  - Introduction to SPSS and the SPSS simulator
  - Validating the survey instrument
  - Data reduction
  - Standard analysis
  - Advanced analysis

### **Computer-based tools**

SPSS or equivalent software for statistical analyses is required for part II of teh course.

### **Learning process and workload**

Part I is a one day module. Part II is a two-day workshop with focus on hands-on experience. Part II is available as self-study unit.

### **Examination**

No exam

### **Examination code(s)**

### **Examination support materials**

### **Re-sit examination**

### **Additional information**