

School of Marketing and International Business

**IBUS 405**  
**QUANTITATIVE RESEARCH METHODS**

Trimester One 2009

**COURSE OUTLINE**

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**Name and Contact Details**

Aaron Gazley  
Room 1103, Rutherford House  
Phone: (04) 463 5725  
Email: [Aaron.Gazley@vuw.ac.nz](mailto:Aaron.Gazley@vuw.ac.nz)

Office hours: Wednesday 10-12, or by appointment

**Trimester Dates**

Monday March 2 to Wednesday July 1

**Class Times and Room Numbers**

Fridays, 9:30 – 12:20 (RWW 414)

**Withdrawal dates:** Information available via  
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

**Course Content**

Class sessions will generally consist of lectures, discussions and computer laboratory sessions. A course schedule, including assigned readings, is provided below.

Week	Topic	Text
1	Introduction to Quantitative Research Problem Definition	<ul style="list-style-type: none"> <li>○ Field, Chapter 1</li> <li>○ Bryman, A. &amp; Bell, E. 2003. <i>Business Research Methods</i>. Oxford: Oxford University Press, Chapter 1.</li> <li>○ Cavana, R.Y. Delahaye, B.L. &amp; Sekaran, U. 2001. <i>Applied Business Research: Qualitative and Quantitative Methods</i>. Milton: Wiley, Chapter 3.</li> </ul>
2	Secondary Data Questionnaire Design Scaling	<ul style="list-style-type: none"> <li>○ Bryman, A. &amp; Bell, E. 2003. <i>Business Research Methods</i>. Oxford: Oxford University Press, Chapter 13.</li> <li>○ Cavana, R.Y. Delahaye, B.L. &amp; Sekaran, U. 2001. <i>Applied Business Research: Qualitative and Quantitative Methods</i>. Milton: Wiley, Chapter 10.</li> </ul>
3	Data Types Intro to Data Analysis and SPSS Exploring the Data	<ul style="list-style-type: none"> <li>○ Field, Chapter 2</li> <li>○ Field, Chapter 3</li> <li>○ Gilovich, T. 1991. <i>How we know what isn't so: The Fallibility of Human Reason in Everyday Life</i>. New York: The Free Press, Chapter 2.</li> </ul>
4	Significance Cross Tabs, Chi Squares and Correlations	<ul style="list-style-type: none"> <li>○ Field, Chapter 16</li> <li>○ Field, Chapter 4</li> <li>○ Maxwell, S.E. &amp; Cole, D.A. 1995. Tips for Writing (and Reading) Methodological Articles. <i>Psychological Bulletin</i>, 118(2): 193-198.</li> </ul>
5	Experimental Design T-Tests Analysis of Variance (ANOVA)	<ul style="list-style-type: none"> <li>○ Field, Chapter 7</li> <li>○ Field, Chapter 8</li> <li>○ Oppenheimer, D.M. 2006. Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly. <i>Applied Cognitive Psychology</i>, 20: 139-198.</li> </ul>
6	Good Friday (No Class)	
7	Regression	<ul style="list-style-type: none"> <li>○ Field, Chapter 5 (5.1 – 5.4)</li> <li>○ Sutton, R. I. &amp; Staw, B. M. What Theory is not. <i>Administrative Science Quarterly</i>, 40: 371-384</li> <li>○ Whetton, D.A. 1989. What Contributes a Theoretical Contribution? <i>Academy of Management Review</i>, 18(2): 227-268.</li> </ul>
8	Regression	○ Field, Chapter 5 (5.5- 5.14)
9	Conjoint	TBA
10	Factor Analysis (Ashish Sinha) (Note Class will be on Thursday 13:40 – 16:30)	○ Field, Chapter 15
11	Logistic Regression	○ Field, Chapter 6
12	Course Overview	

## Course Learning Objectives

The overall objective of IBUS 405 is to introduce honours students in International Business to the principles and practice of Quantitative research. The course covers the fundamentals of the research process and the statistical analysis and modelling of data.

By the end of this course, students should be able to: (How these objectives will be assessed are in parentheses)

1. Interpret and evaluate international business literature with respect to methodological issues (Tutorial Participation)
2. Describe the uses and limitations of common tools for analysing quantitative data (Final Examination)
3. Analyse primary research data to assist in decision-making (Project, Lab Assignments, Final Examination)

## Expected Workload

You should devote about 15 hours per week of independent study to this course.

## Readings

The following text is required for this course, and should be purchased: Field, A. 2005. *Discovering Statistics using SPSS*. London: Sage Publications. Additional readings will be distributed in class.

## Materials and Equipment

No additional equipment is required for this course.

## Assessment Requirements

The course will be assessed on the basis of 70% coursework and 30% final examination

- Computer Lab Assignments (3) 30% - Due 9<sup>th</sup> April, 8<sup>th</sup> May, 29<sup>th</sup> May
- Major Project
  - Proposal (n/a) - Due 27<sup>th</sup> April
  - Part 1 15% - Due 1<sup>st</sup> May
  - Part 2 15% - Due 5<sup>th</sup> June
- Class Participation 10% - Ongoing
- Final Examination 30%

## Computer Lab Assignments

Three data analysis exercises will be assigned during the trimester. They will involve working with the results of an existing study (these will be provided). Students are required to execute an analysis using the data and present a set of findings.

Exercise 1: Descriptive Statistics, Chi-Squares, Cross-Tabs and Correlation

Exercise 2: Regression and ANOVA

Exercise 3: Reliability Analysis and Exploratory Factor Analysis

A key goal of the lab assignments is to help you become familiar with some of the approaches to quantitative data analysis. Another important goal of the assignments is in developing some expertise in the presentation of the results, i.e., developing charts and figures that are appropriate, that have a professional appearance and communicate the key points well. The report should be clear, and well written in a professional manner. The report should be written for a general business audience. This means avoiding statistical jargon, while still maintaining precision in your wording.

### ***Project***

Each student will be required to define an issue to study, create a set of hypotheses, identify and collect appropriate data, and write up the results on a topic of your choice. There is no restriction on the range of topics that can be addressed (other than that it has an International Business focus). The only requirement is that data analysis can shed light on the issue.

The project will be divided up into two components:

Part 1: This part involves defining the problem, determining the information that is required, identifying the variables to be tested and coming up with a set of hypotheses. The length of the report will vary dependant on the topic, but about 2000 words should be the norm. Part 1 is due by **Friday 1<sup>st</sup> May 2009**.

Part 2: This part involves gathering the data, using appropriate statistical techniques to analyse the data and describing the results.

Both Parts 1 and 2 should be submitted as one report by **Friday, 5<sup>th</sup> June 2009**. The whole report should be approx 4000-4500 words.

Students should submit a 1 page proposal outlining their topic area on **Friday, 27<sup>th</sup> April 2009**.

More specific details will be provided in class.

### ***Class Participation***

Active and thoughtful participation is expected during class meetings. Students should be prepared to discuss the assigned readings.

### ***Final Examination***

The final examination accounts for 30% of the assessment weighting for this course, and students will be expected to draw on what they have learned from the readings, lectures and assignments. The date and time will be notified on official university exam timetables.

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. Examination dates for trimester one: Friday, 12 June to Wednesday, 1 July 2009

## **Penalties**

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, five marks will be deducted (out of 100) for each day, or part day, the assignment is late.

## **Mandatory Course Requirements**

To meet mandatory course requirements in IBUS 405, students must submit all of the assigned work in the course outline. Students must also obtain 50% in the final exam, and 50% overall, to obtain a pass mark for this course.

## **Communication of Additional Information**

Announcements will be made during class and via e-mail. Data files for the computer lab assignments will be distributed via e-mail. Please make sure that I have your up-to-date email address and that your account has sufficient space available to receive the data files.

## **Return of assignments**

Assignments will be returned in class. Uncollected assignments will be held in the SMIB office (RH 1121) for three months following the end of term, and disposed of after that time.

## **Guidelines for Referencing**

All your referencing should follow the format for the journal of business studies. See <http://www.jibs.net> ('Style Guide')

## **Statistical Software**

We will use SPSS software, version 16, for in-class examples. This software is available on the student machines.

## **Faculty of Commerce and Administration Offices**

### Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

### **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting mis-referencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to [www.victoria.ac.nz/home/about/policy/students.aspx](http://www.victoria.ac.nz/home/about/policy/students.aspx)

For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.ac.nz/fca) under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

### **Academic Integrity and Plagiarism**

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

[www.victoria.ac.nz/home/studying/plagiarism.html](http://www.victoria.ac.nz/home/studying/plagiarism.html)

### **Manaaki Pihipihinga Programme**

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email [manaaki-pihipihinga-programme@vuw.ac.nz](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.