TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing and International Business

IBUS 405
QUANTITATIVE RESEARCH METHODS

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator: LayPeng Tan (teaching weeks 1-6, 12)
Office: RH 1126
Phone: 463 5152
E-mail: laypeng.tan@vuw.ac.nz
Office Hours: Thursday 4.30 - 5.30pm, or by appointment

Lecturer: Aaron Gazley (teaching weeks 7-12).
Office: RH 1103
Phone: 463 5725
E-mail: aaron.gazley@vuw.ac.nz
Office Hours: Monday 2:30 - 4:30pm

Trimester Dates

Teaching Period: **Monday 1st March – Friday 4th June 2010**
Study Period: **Monday 7th June – Thursday 10th June 2010**
Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

Withdrawal from Courses:
Information available via

> **Withdrawal dates: Late withdrawals with Associate Dean (Students) permission (See Section 8: Withdrawals - from the Personal Courses of Study Statute)**
> http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf

> **Withdrawal dates: refunds:**
> http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx

Class Times and Room Numbers
Thursday 1.40 - 4.30pm (RH G01).

Course Content

Class sessions will generally consist of lectures, discussions and computer laboratory sessions. A course schedule, including assigned readings, is provided below. Please note that the course schedule and content may be subjected to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

Week	Topic	Text
1 (LP) LayPeng	Introduction / Research Process (Overview) / Problem Definition	o Bryman, A. & Bell, E. 2003. *Business Research Methods*. Oxford: Oxford University Press, Chapter 1. o Cavana, R.Y. Delahaye, B.L. & Sekaran, U. 2001. *Applied Business Research: Qualitative and Quantitative Methods*. Milton: Wiley, Chapter 3 and 4.
2 (LP)	Secondary Data / Qualitative Methods	o Bryman, A. & Bell, E. 2003. *Business Research Methods*. Oxford: Oxford University Press, Chapter 13. o Creswell, J. 2003. Research Design: *Qualitative, Quantitative, and Mixed Methods Approaches*. London: Sage Publications, Chapter 10.
3 (LP)	Qualitative Methods (Analysis)	o Miles, M. & Huberman, A.M. 1994. *Qualitative Data Analysis*. London: Sage Publications, Chapter 4 and 10.
4 (LP)	Quantitative Methods (Survey design, scales)	o Cavana, R.Y. Delahaye, B.L. & Sekaran, U. 2001. *Applied Business Research: Qualitative and Quantitative Methods*. Milton: Wiley, Chapter 8, 9, 10 & 11
5 (LP)	Data Types Intro to Data Analysis and SPSS Exploring the Data	o Field, Chapter 2 o Field, Chapter 3 o Gilovich, T. 1991. *How we know what isn't so: The Fallibility of Human Reason in Everyday Life*. New York: The Free Press, Chapter 2.
	Mid-Break	
6 (LP)	Quantitative Analysis: Cross-tabs, Chi-Sq, Correlations	o Field, Chapter 16 o Field, Chapter 4 o Maxwell, S.E. & Cole, D.A. 1995. Tips for Writing (and Reading) Methodological Articles. *Psychological Bulletin*, 118(2): 193-198
7 (AG) Aaron Gazley	Experimental Design T-Tests Analysis of Variance (ANOVA)	o Field, Chapter 7 o Field, Chapter 8 o Oppenheimer, D.M. 2006. Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly. *Applied Cognitive Psychology*, 20: 139-198.
8 (AG)	Regression	o Field, Chapter 5 (5.1 – 5.4) o Sutton, R. I. & Staw, B. M. What Theory is not. *Administrative Science Quarterly*, 40: 371-384 o Whetton, D.A. 1989. What Contributes a Theoretical Contribution? *Academy of Management Review*, 18(2): 227-268.
9 (AG)	Regression	o Field, Chapter 5 (5.5 - 5.14)

Week	Topic	Text
10 (AG)	Factor Analysis	o Field, Chapter 15
11 (AG)	Logistic Regression	o 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:

1. Interpret and evaluate international business literature with respect to methodological issues
2. Describe the uses and limitations of common tools for analysing quantitative data
3. Analyse primary research data to assist in decision-making

Course Delivery

Class sessions will generally consist of lectures, discussions and some computer laboratory sessions. All students are expected to take active roles in the discussions. You should plan on attending *each* class session, and on being thoroughly prepared to discuss any analyses that have been assigned. Active and thoughtful participation is expected during the class meetings.

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.

Recommended texts include:
Cavana, R.Y. Delahaye, B.L. & Sekaran, U. 2001. *Applied Business Research: Qualitative and Quantitative Methods.* Milton: Wiley

Creswell, J. 2003. Research Design: *Qualitative, Quantitative, and Mixed Methods Approaches*. London: Sage Publications

Miles, M. & Huberman, A.M. 1994. *Qualitative Data Analysis.* London: Sage Publications

Other supplementary readings will be distributed in class.

Materials and Equipment

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

Assessment Requirements

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

Assessments	Due Date	Value	Objectives Assessed
Computer Lab Assignments: Exercise 1 Exercise 2	6th May 20th May	10% 10%	3 3
Major Assignments: MA#1: Qualitative Data Analysis	29th April	20%	1,2,3
Major Assignments: MA#2: Quantitative Data Analysis	3rd June	20%	2,3
Tutorial Participation	Ongoing	10%	1,2
Final Examination		30%	1,2,3

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Computer Lab Assignments

Two 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

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.

Major Assignments

There are two independent major assignments, namely Qualitative Data Analysis Report (MA#1) and Quantitative Data Analysis Report (MA#2). Further information on both assignments will be provided in class. A brief description is as follows:

MA#1: A topic within international business **will be given**. Each student will be required to develop an interview guide within the topic. Based on the interview guide, each student will conduct interviews, transcribe and content analyse the interviews and prepare a final written report. Word limit: 3,000. **Due date: Thursday 29th April, 2010, in class.**

MA#2: Data set(s) **will be provided**. Each student will be required to analyse the data using appropriate statistical techniques, and to prepare a written report describing and discussing the results. Word limit: 3,000. **Due date: Thursday 3rd June 2010, in class.**

Examinations
Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The examination will be 2 hours and silent non-programmable calculators will be permitted.

The final examination for this course will be scheduled at some time during the period from **Examination Period: Friday 11ʰ June – Wednesday 30ᵗʰ June 2010.**

Penalties
Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, ten 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%** overall and **50%** in the final examination, to obtain a pass mark for this course.

Class Representative
A class representative will be elected in the first class. The name and contact details of the representative will be made available to VUWSA, the Course Co-ordinator and the class. The class representative provides a communication channel to liaise with the Course Co-ordinator on behalf of students.

Communication of Additional Information
Announcements will be made during class, via e-mail and BlackBoard. Data files for the computer lab assignments will be distributed via Blackboard. Please check both your official VUW e-mail and BlackBoard regularly.

Return of assignments
Assignments will be returned in class. Uncollected assignments will be held in the SMIB office (RH1126) for three months following the end of term, and disposed of after that time.

Guidelines for Referencing
All referencing should follow the format for the Journal of International Business studies. See http://www.palgrave-journals.com/jibs/style_guide.html

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism
http://www.victoria.ac.nz/home/study/plagiarism.aspx

General University Policies and Statutes
http://www.victoria.ac.nz/home/about/policy

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support
http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices
http://www.victoria.ac.nz/fca/studenthelp/

Manaaki Pihipihinga Programme
http://www.victoria.ac.nz/st_services/mentoring/