TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing & International Business

IBUS405 QUANTITATIVE RESEARCH METHODS

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Associate Professor Val Lindsay
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Office Hours: Mondays 1.00 pm to 3.00 pm
or by appointment

Trimester Dates
Teaching Period: Monday 28 February – Friday 3 June
Study Period: Monday 6 June – Thursday 9 June
Examination Period: Friday 10 June – Saturday 2 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.

2. The standard last date for withdrawal from this course is *14 May2011*. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers
Mondays 9.30 – 12.30 (RH G01): Week 1-5, 11-12.
Mondays 9.30 – 12.30 (RWW102): Weeks 6-10.

Course Content
This course provides a methodological examination of theoretical and empirical research in international business, addressing both qualitative and quantitative approaches, and including multivariate analytical techniques.

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 qualitative/quantitative data;
3. Analyse primary research data to assist in decision-making.

Course Delivery
Class sessions will generally consist of lectures, discussions and workshop 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. 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.

Expected Workload
You should devote about 10 hours per week of independent study to this course.

Group Work
Students will work in groups of 2-3 to conduct one class seminar presentation during the trimester. The dates for these will be decided in the first week of class. Detailed requirements will be posted on Blackboard.

Readings
Readings for this course will be distributed prior to the material being covered in class, unless otherwise stated. If you are unable to collect the readings in class, they may be collected from the course lecturer during class, or from Reception in RH1121.

Generally, there will be several prescribed readings each week. Students are encouraged to make use of the library databases, books and periodicals, to obtain further reading material relevant to this course.

The following text is required for this course, and should be purchased.
Field, A. 2009. *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

Assessments	Length/Time	Due Date	Value	Objectives Assessed
Presentations:				
Group Presentations	1-1.5hrs	TBA	15%	2,3
Individual Presentations	15 minutes	23rd May	10%	2,3
Written methods exercises				
Qualitative Methodology report	1000 words	4th April	15%	1, 2,3
Quantitative Data Analysis	3000 words	27th May	20%	1, 2,3
Final Exams	3 hours	See the Web	40%	1,2,3

Information on individual pieces of assessment will be provided in class and on Blackboard. Turnitin submission of individual analysis and the final report is required by 6 pm on the respective due dates.

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.

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 final examination for this course will be scheduled at some time during the period from Friday 10 June – Saturday 2 July 2011.

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%** overall and 4**0%** in each of the assignment, to obtain a pass mark for this course.

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

Communication of Additional Information
Announcements will be made during class 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.

Use of Turnitin (if applicable)
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

Find key dates, explanations of grades and other useful information at
www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at
http://www.victoria.ac.nz/home/study/academic-progress.aspx

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at
http://www.victoria.ac.nz/home/study/calendar.aspx (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at
www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/

IBUS 405
Course Schedule and Readings

Week	Date	Topic	Text – prior reading of the readings is expected
1 Val	Monday 28.02.2011	Introduction: Course outline; Theory and Philosophy of Research Research Process Qualitative Research	Edmondson, A. C. and McManus, S. E. (2007) Methodological Fit in Management Field Research, *Academy of Management Review*, 32 (4): 1155-1179 Van Maanen, J., Sorensen, J. B., and Mitchell, T. R. (2007) The Interplay Between Theory and Method, *Academy of Management Review*, 32 (4): 1145–1154. *Additional Reading (for interest):* Sandberg, J. (2005). How Do We Justify Knowledge Produced Within Interpretive Approaches? *Organizational Research Methods, 8*(1), 41.
2 Val	Monday 07.03.2011	Qualitative Research in Context Interviews	Sinkovics, R., Penz, E. & Ghauri, P. (2008). Enhancing the trustworthiness of qualitative research in International Business. *Management International Review,* 48 (6), 689-714 Crouch, M., & McKenzie, H. (2006). The logic of small samples in interview-based qualitative research. *Social Science Information, 45*(4), 483 Manderson, L., Bennett, E., & Andajani-Sutjahjo, S. (2006). The Social Dynamics of the Interview: Age, Class, and Gender. *Qualitative Health Research, 16*(10), 1317-.
3 Val	Monday 14.03.2011	Case Studies	Eisenhardt, K. M. (1989). Building Theories From Case Study Research. *Academy of Management Review, 14*(4), 532. Eisenhardt, K. M. and Graebner, M. E. (2007), Theory Building from cases: Opportunities and Challenges, *Academy of Management Journal*, 50 (1): 25-32
4 Val	Monday 21.03.2011	Case Studies	Siggelkow, N. (2007). Persuasion With Case Studies. *Academy of Management Journal, 50*(1), 20. Stake, R. E. (2007), Qualitative Case Studies, in *The Sage Handbook of Qualitative Research*, N. K. Denzin and Y. S. Lincoln (eds), 3rd ed, Thousand Oaks, Calif: Sage Publications: 443-466. Flyvbjerg, B. (2006). Five Misunderstandings About Case-Study Research. *Qualitative Inquiry, 12*(2), 219.
5 Val	Monday 28.03.2011	Qualitative Data Analysis	Llewellyn, S. And Northcott, D. 2007. The "singular view" in management case studies, Qualitative *Research in Organizations and Management*, Vol. 2 No. 3: 194-207 Auld, G. W., Diker, A., Bock, M. A., Boushey, C. J., & et al. (2007). Development of a Decision Tree to Determine Appropriateness of NVivo in Analyzing Qualitative Data Sets. *Journal of Nutrition Education and Behavior, 39*(1), 37. Birkenshaw, J. (2004). Publishing Qualitative Research in International Business. In Rebecca. Marschan-Piekkari and C. Welch (Ed.), *Handbook of Qualitative Research Methods for International Business* (pp. 570-584). Cheltenham, UK: Edward Elgar.

Week	Date	Topic	Text – prior reading of the readings is expected
6 Revti	Monday 04.04.2011	Quantitative Research Design: Measurement, Scaling and Survey Design

The SPSS Environment | Cavana, R.Y. Delahaye, B.L. & Sekaran, U. 2001. *Applied Business Research: Qualitative and Quantitative Methods.* Milton: Wiley, Chapters 8-11
Field, A. 2005. *Discovering Statistics using SPSS*. London: Sage Publications. Chapters 3
Lietz, P. 2010. Research into questionnaire design: A summary of the Literature. *International Journal of Market Research*, (52(2): 249 - 272 |
| 7 Revti | Monday 11.04.2011 | Cleaning and Transforming Data and Exploring Assumptions | Hair et al. (2010) *Multivariate Data Analysis (Seventh Edition)* New Jersey: Pearson. Chapter 2
Field, A. 2005. *Discovering Statistics using SPSS*. London: Sage Publications. Chapters 4-5 |
| *Study Break – No Classes* | | | |
| 8 Revti | Monday 02.05.2011 | Correlation and Regression Analysis including Logistic Regression | Field, A. 2005. *Discovering Statistics using SPSS*. London: Sage Publications. Chapters 6-8
Hair et al. (2010) *Multivariate Data Analysis (Seventh Edition)* New Jersey: Pearson. Chapter 4, 7 (page 413 – 434) |
| 9 Revti | Monday 09.05.2011 | Experimental Design, t-Tests and ANOVAs | Field, A. 2005. *Discovering Statistics using SPSS*. London: Sage Publications. Chapters 9-10 |
| 10 Revti | Monday 16.05.2011 | Factor Analysis | Field, A. 2005. *Discovering Statistics using SPSS*. London: Sage Publications. Chapter 17
Hair et al. (2010) *Multivariate Data Analysis (Seventh Edition)* New Jersey: Pearson. Chapter 3 |
| 11 Revti | Monday 23.05.2011 | Assignment Three Presentations. | Written assignment due on Friday 27.05.10 |
| 12 Val | Monday 30.05.2011 | Course Overview and Looking Forward : mixed methods research, multi level approach, cross country analysis | Morse, J. M. (2005). Evolving Trends in Qualitative Research: Advanced in Mixed-Method Design. *Qualitative Health Research, 15*(5), 583. |