

School of Marketing & International Business

IBUS405 QUANTITATIVE RESEARCH METHODS

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Associate Professor Val Lindsay
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Office Hours: By appointment

Dr Revti Raman
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Office Hours: Tuesdays 1.00 pm to 3.00 pm

Trimester Dates

Teaching Period: Monday 5 March – Friday 8 June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May 2012. 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

Wednesday 13.40 – 16.30 (RH 1113): Weeks 1, 2, 8-11.

Wednesday 13.40 – 15.30 (RH 1113): Weeks 3 - 7.

Monday Week 3-7. Three workshops of 2 hours duration (TBA)

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. The weekly topic list is given below and a detailed readings list will be made available through Blackboard. Times and Room for the workshops will be announced in class and also made available through Blackboard.

Week	Day & Date	Instructor	Topics
1	Wednesday, March 7	Val Lindsay	Introduction : Course outline, Theory and Philosophy of Research, Research Process, Quantitative and Qualitative Research
2	Wednesday, March 14	Revti Raman	Quantitative Research Strategy and Design: Nature of Quantitative Research, Types of Research Designs, Levels of Analysis, Model Building Process, Research Proposal
3	Wednesday, March 21	Revti Raman	Data Collection: Measurement of Variables, Sampling Design, Questionnaire Design, Common Method Variance, Secondary Data Sources.
4	Wednesday, March 28	Revti Raman	Understanding and Preparing for the Analysis: Cleaning and Transforming Data and Exploring Assumptions, Exploratory Factor Analysis, SPSS Workshop # 1.
5	Wednesday, April 4	Revti Raman	Regression Analysis, SPSS Workshop # 2.
<i>Mid Semester Break</i>			
6	Wednesday, April 25*	Revti Raman	T tests and Anova, SPSS Workshop # 3
7	Wednesday, May 2	Val Lindsay	Qualitative Research in Context, Interviews
8	Wednesday, May 9	Val Lindsay	Case Studies
9	Wednesday, May 16	Val Lindsay	Case Studies
10	Wednesday, May 23	Val Lindsay	Qualitative Data Analysis
11	Wednesday, May 30	Val & Revti	Research Proposal Presentations
12	Wednesday, June 6	Val & Revti	Other Methods Approaches and the Course Review
* No class being ANZAC day, The topic will be briefly reviewed in Workshop # 3			

Course Learning Objectives

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

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 readings or 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 subject 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 – 12 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

Generally, there will be several prescribed readings each week. A readings list is provided and students are expected to download the readings from the library databases. 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

Eriksson, P. & Kovalainen, A. (2008). *Qualitative Methods in Business Research*. Los Angeles: Sage Publications.

Bryman, A. and Bell, E. (2011) *Business Research Methods* (Chapters 2 & 6), New York: Oxford University Press.

Other supplementary readings will be distributed in class

Materials and Equipment

Statistical Software: We will use SPSS software, version 18, for in-class examples. This software is available on the student machines.

Assessment Requirements

Assessments	Length/Time	Due Date	Value	Objectives Assessed
Data Analysis Cases (40%)				
Quantitative Exercises	2000 words	TBA	20%	1, 2,3
Qualitative Exercise	2000 words	TBA	20%	1, 2,3
Research Proposal (40%)				
Proposal Presentation	30 minutes	May 30	10%	1, 2
Written Research Proposal	3000 words	June 6	30%	1, 2
Discussion and Participation (20%)	Over the Trimester		20%	1,2,3

Information on individual pieces of assessment will be provided in class and on Blackboard. All written assignments are to be submitted in class on the respective due dates. Turnitin submission of both the written assignments is required by 11pm on the respective due dates. You must attach the International Business Assessment Cover Sheet to your group and individual written assignments. The coversheet will be made available on Blackboard.

Quality Assurance 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 15 June – Wednesday 4 July (inclusive).

Penalties

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, 5 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 **40%** in each of the assignment, to obtain a pass mark for this course.

Class Representative

A class representative will be elected during 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 on 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

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/>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>