



## Syllabus

Academic Year	2022/2023
Program	Marketing/ Strategic Management
course	Quantitative Methods for Management
Term	I semester
Year	1
SSD	SECS - S/03
Credits	6

	<p>The course will examine the specific issues involved in developing and implementing marketing research to solve a managerial decision problem. Students will obtain computer skills such as SPSS for Statistics. The course aims at enabling the students to:</p>
INSTRUCTIONAL GOALS	<ul style="list-style-type: none"><li>• Develop research for evidence-based managerial problem solving</li><li>• Compare strengths and weaknesses of different statistical procedures</li><li>• Illustrate findings from statistical analyses effectively</li><li>• Perform different types of data-analyses such as OLS regressions, Analysis of Variance and tests of mean differences</li><li>• Interpret results of multivariate data-analysis techniques (e.g., regression, factor analysis, ANOVA)</li><li>• Identify advantages and drawbacks of different statistical methods</li></ul>
INTENDED LEARNING OUTCOMES	<p><b>Knowledge and understanding:</b></p> <p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"><li>• formulate and argument research hypotheses;</li><li>• identify which type of statistical technique to apply given a specific research problem;</li><li>• develop a questionnaire;</li><li>• perform statistical techniques (i.e., regressions, ANOVA) using SPSS software;</li><li>• interpret statistical output results.</li></ul> <p><b>Applying knowledge and understanding:</b></p> <p>Upon completing the study program, students will be able to:</p> <ul style="list-style-type: none"><li>• critically analyze a research paper;</li><li>• define their own research question;</li><li>• collect primary data aimed at solving a specific research question;</li><li>• Design, interpret and carry out evidence-based research for decision making in businesses</li></ul> <p><b>Making judgements:</b></p> <p>Upon completing the study program, students will be able to:</p> <ul style="list-style-type: none"><li>• define the right statistical technique to use given the nature of the data available</li></ul>



- derive theoretical and managerial implications from statistical data.

**Communications Skills:**

Upon completing the study program, students will be able to:

- communicate statistical results
- use appropriate statistical terminology for written assignments
- development relational skills through problem solving in groups

**Learning skills:**

Upon completing the study program, students will be able to:

- to interpret and understand the various research methodologies
- understand the structure of scientific papers and reports
- to use data analyses to generate evidence-based solutions for business problems

Pre-requisites	Knowledge of basic statistic is useful for the course learning experience.
Course content	<p>After an initial part related to the definition of research questions, hypotheses formulation and literature review the course will analyse the different techniques that can be implemented in order to test a specific research hypothesis, including:</p> <ul style="list-style-type: none"><li>• Descriptive statistics;</li><li>• Survey Design;</li><li>• Factor analysis;</li><li>• Inferential statistics;</li><li>• Two-way ANOVA;</li><li>• Regressions</li></ul>
Reference Books	<p>Slides, materials and research papers will be listed and made available on the e-learning platform.</p> <p>Suggested books:</p> <ul style="list-style-type: none"><li>• Field, A. (2017). <i>Discovering statistics using IBM SPSS statistics</i>. London: Sage.</li><li>• Hinton, P., McMurray, I., &amp; Brownlow, C. (2014). <i>SPSS explained</i>. Routledge. (available online through perlego)</li><li>• Malhotra, N.K., "Marketing Research, An applied approach, Global Edition", Seventh edition, ISBN-10:1292265639, ISBN-13: 978-1292265639, Pearson Prentice Hall</li></ul>
Teaching Methods	<p>Synchronous online teaching will be complemented by practical exercises (both individual and group works) and seminars with experts and key figures. Additional exercises will be provided through synchronous sessions with a teaching assistant.</p> <p>Interdisciplinary sessions will be organised as well.</p> <p>Students' participation during synchronous online lectures is strongly encouraged.</p>
Assessment	<p>The course's assessment is combined with the research project that students will carry out after the end of the teaching period.</p> <p>Method component of Research Project: 25% In-course assessments: 75%</p> <p>The in-course assessments are further separated in 3 intermediate quizzes and assessed groupwork:</p> <p>Week 3 - individual quiz on research design (12.5%) + group assignment (12.5%) Week 8 - individual quiz on ANOVA &amp; Factor analysis (12.5%) + group assignment (12.5%) Week 12 - group assignment (12.5%) Final exam - individual quiz on regression analysis (12.5%)</p>

