

Course Descriptions Master 2015-2016

Course Title Advanced Quantitative Research Methods in Business I

Course Code EBC4134

ECTS Credits 6,5

Assessment Whole/Half Grades

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	2	26-10-2015	18-12-2015			X		

Level Advanced

Coordinator Hans Kasper For more information: jdp.kasper@maastrichtuniversity.nl

Language of instruction English

Goals Introduction in advanced quantitative research methods in business (marketing, logistics, organisation, strategy, information management, accounting)

Description This course consists of two blocks. Meetings will be organised on Wednesdays and will take 7 hours (on whole day). Different leading professors in the field will cover research topics like:

1. Moderation and mediation
2. Multilevel analysis
3. Structural Equation models
4. Network Analysis
5. Time series

Literature t.b.a.

Prerequisites Only open for RM students and PhD students!!!

1) General course in Business statistics or market research. 2) Knowledge of correlation and regression analysis, and ANOVA. 3) Hands on experience with statistical software.

Teaching methods Presentation / Lecture / Assignment / Groupwork

Assessment methods Final Paper / Participation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master Business Research

Compulsory Courses