Course Descriptions None 2024-2025

Course Title	(Business) Research Methods for Pre-master
Course Code	EBC2170
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2024	15-12-2024					
5	14-4-2025	8-6-2025	X			X	

Level	Premaster
Coordinator	Anouk Festjens, Khizran Zehra For more information:a.festjens@maastrichtuniversity.nl; khizran.zehra@maastrichtuniversity.nl
Language of instruction	English
Goals	For business research the use of data analysis is pivotal and it is the objective of this PREMASTER course to introduce students to quantitative data analysis methods for business research. To provide you with the quantitative business research methods we will: * Introduce relevant quantitative data analysis methods for business research; * Apply these quantitative data analysis methods in a team assignments using the statistical software package IBM SPSS as analysis platform using a hands-on, data-based case approach; * Interpret the empirical results obtained from the data analysis in IBM SPSS; * Present and communicate the findings in a meaningful way and * Report and discuss findings and implications.
Description	This course is a follow-up to the course Academic Skills and Competences for PREMASTER. The following stages of the scientific method can be distinguished: (1) defining the problem, (2) develop the theoretical framework and hypotheses, (3) research design, (4) development of measures and data collection, (5) data analysis and (6) Interpretation and reporting. In this course we will focus on quantitative analysis for the stages: (4) development of measures and data collection, (5) data analysis and (6) Interpretation and reporting. We cover the following topics: * Hypotheses Testing (Sample Size/Power) * Descriptive Statistics * Visualization/Graphs *Basic Analytics (parametric and nonparametric tests, such as t-test or X^2) *Correlation *Regression *binary logistic regression *ANOVA *ANCOVA *Mixed designs
Literature	* Field, A. (2017). Discovering Statistics Using IBM SPSS Statistics. Sage Publications. * Field, A (2016). An Adventure in Statistics: The Reality Enigma. Sage Publications.
Prerequisites	Dutch, German or Belgian University of Applied Sciences (HBO) students
Keywords	
Teaching methods	Presentation / Lecture / Assignment / Papers
Assessment methods	Written Exam
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

Pre-master Business Intelligence and Smart Services	Compulsory Course(s)
Pre-master Digital Business Economics	Compulsory Course(s)
Pre-master Economics and Strategy in Emerging Markets	Disciplinary Course(s)
Pre-master Global Supply Chain Management and Change	Compulsory Course(s)
Pre-master Human Decision Science	Compulsory Course(s)
Pre-master International Business specialisation Accounting and Business Information Technology	Compulsory Course(s)
Pre-master International Business specialisation Accounting and Control	Compulsory Course(s)
Pre-master International Business specialisation Entrepreneurship and Business Development	Compulsory Course(s)
Pre-master International Business specialisation Information Management and Business Intelligence	Compulsory Course(s)
Pre-master International Business specialisation Marketing-Finance	Compulsory Course(s)
Pre-master International Business specialisation Managerial Decision-Making and Control	Compulsory Course(s)
Pre-master International Business specialisation Organisation: Management, Change and Consultancy	Compulsory Course(s)
Pre-master International Business specialisation Strategic Corporate Finance	Compulsory Course(s)
Pre-master International Business specialisation Strategic Marketing	Compulsory Course(s)
Pre-master International Business specialisation Strategy and Innovation	Compulsory Course(s)
Pre-master International Business specialisation Supply Chain Management	Compulsory Course(s)
Pre-master International Business specialisation Sustainable Finance	Compulsory Course(s)
Pre-master Learning and Development in Organisations	Compulsory Course(s)