

# Course Descriptions Bachelor 2020-2021

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

| Period | Start     | End       | Mon | Tue | Wed | Thu | Fri |
|--------|-----------|-----------|-----|-----|-----|-----|-----|
| 5      | 12-4-2021 | 28-5-2021 | X   |     |     | X   |     |

Level Premaster

Coordinator Anouk Festjens, Kristin Kronenberg For more information: a.festjens@maastrichtuniversity.nl; k.kronenberg@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 PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. 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:

- \* Scaling
- \* Questionnaire Design (QUALTRICS)
- \* Sampling
- \* Hypotheses Testing (Sample Size/Power)
- \* Descriptive Statistics
- \* Visualization/Graphs
- \* Basic Analytics (parametric and nonparametric Tests)
- \* Analysis of Variance
- \* Correlation
- \* Regression
- \* Factor Analysis

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 Participation / Written Exam / Presentation

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 Global Supply Chain Management and Change  | 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) |