

Course Title: **Quantitative Research Design and Analysis**

Course Code: **BUSS824**

Descriptor Start Date: **28/02/2022**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **MGMT802, MKTG801**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

An exploration of quantitative research design and analysis. The generating of research questions and hypotheses is examined, along with their role in theory testing. Quantitative methods of data collection and analysis, including survey-based and experimental research underpinned by ethical practice, are a focus. This course will be taught using SAS software.

## LEARNING OUTCOMES

1. Examine the theoretical basis for proposed relationships in a quantitative research model.
2. Critically examine contemporary knowledge on survey design.
3. Evaluate options for data collection and data analysis to determine the best approach to addressing a research question.
4. Accurately interpret and present the results of quantitative data analysis.
5. Demonstrate competence in advanced topics in quantitative analysis.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

Concepts in quantitative research;  
Theoretical basis of relationships in a quantitative research model;  
Survey methodology;  
Ethics in quantitative research;  
Introduction to SPSS;  
Descriptive statistics and statistical significance;  
Construct development, reliability and validity;  
T-test, ANOVA;  
Correlation, regression;  
Interpretation and reporting the findings of quantitative analysis;  
Advanced topics in quantitative analysis.

## LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Problem-solving exercises (Individual)	20.00	1,2,3,4,5
Data Analysis and Interpretation Report (Individual)	40.00	1,3,4,5
Advanced Data Analysis and Interpretation Report (Individual)	40.00	1,3,4,5

### Grade Map

#### MAP1

A+ A A- Pass with Distinction  
B+ B B- Pass with Merit  
C+ C C- Pass  
D Fail

### Overall requirement/s to pass the course:

## LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: [www.ubs.co.nz](http://www.ubs.co.nz)

**For further information, contact:** Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

**Principal Programme:** AK1060, Master of Business

**Related Programme/s:** AK3712 BBus(Hons)  
AK3741 PgDipBus  
AK3742 PgCertBus

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