Course Outline (Higher Education)

School / Faculty:	Federation Business School
Course Title:	QUANTITATIVE RESEARCH METHODS FOR BUSINESS
Course ID:	BUGEN9128
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED Code:	010103
Grading Scheme:	Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program					
5	**6**	**7**	**8**	**9**	**10**
Level					
Introductory					
Intermediate					
Advanced					✔

Learning Outcomes:

Knowledge:

K1. Identify the key statistical concepts and their application to different research situations;

K2. Explain descriptive statistical techniques; defend the fundamentals associated with hypothesis testing

K3. Examine the research process and the assess the need for appropriate design attributes;

K4. Evaluate various sampling techniques and research designs and assess their appropriateness for particular research topics;

K5. Explain the importance of sample size; and have a basic understanding of the role of more advanced analytical techniques.

Skills:

S1. Communicate the key statistical characteristics of a data set;

S2. Interpret computer generated analytic output and communicate statistical results;

S3. Make informed choices about appropriate statistical approaches with reference to data structures and statistical assumptions;

S4. Use statistical software to analyse quantitative data appropriately;

S5. Critically evaluate quantitative research papers; and

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S6. Communicate the results of original research in appropriate ways for an audience.

Application of knowledge and skills:

A1. Assess the appropriateness of quantitative or qualitative techniques to answer a research problem:

A2. Design a research project using quantitative techniques through all stages – setting objectives, sampling, data collection and analysis and writing up results;

A3. Conduct a research project that will provide solutions to a given research problem and set of objectives;

Course Content:

This course introduces students to an extensive range of descriptive statistical techniques, and also introduces the key concepts underlying statistical inference. A wide range of inferential techniques is also introduced with a strong emphasis on interpreting computer output and communicating statistical results and conclusions. An overview of more advanced analytic techniques is included in order to facilitate students applying statistical techniques in their own research.

Topics may include:

- Organisation and display of data;

- Summary descriptive statistics;

- Sampling;

- Estimation and confidence intervals;

- Hypothesis testing;

- Checking and testing statistical assumptions;

- Overview of standard statistical techniques such as: correlation and regression; chi-square analysis; ANOVA; and categorical analysis; and

- Overview of advanced multivariate techniques such as factor analysis and regression.

Values and Graduate Attributes:

Values:

V1. value the role of quantitative methods in research;

V2. value the need for appropriate, systematic and accurate conduct of research and interpretation of results;

V3. value the importance of systematic process in a research design; and

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V4.   value the importance of ethical conduct in research.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Graduates will have the capacity for continuous learning in their workplaces in the application of research skills that will allow them to adapt to new situations and problems areas in which research can help provide solutions	Medium
Critical, creative and enquiring learners	The course provides students with the ability for self-reliance in making decisions about the appropriateness of research methods and design for specific situations.	High
Capable, flexible and work ready	The conduct of research is an opportunity to engage in social issues and to contribute towards solving problems	Medium
Responsible, ethical and engaged citizens	Appropriate and thoroughly conducted research can provide a benefit to society, in addition to ethical considerations	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K4, K5, S1, S2, S4, S6,	Written paper demonstrating interpretation of computer analysis	Written report	20-40%
K2, K5, S5,	Oral class presentation to assess and explain published research papers	Individual class presentation	10-30%
K1, K2, K3, K4, K5, S3, S5, A1, A2, A3	Development of a quantitative research design for a project	Written paper	40-60%

Adopted Reference Style:

APA