Quantitative methodology for management

ECTS : 3

Description du contenu de l'enseignement :

The course will consist of theoretical lectures enriched with in-class discussions based on exercises and analysis of appropriate research examples. Students will also take part in group activities during workshops. These workshops will help students putting ideas explored in the lectures into practice.

Session 1: Introduction to quantitative research methods and to the seminar

Session 2: Quantitative research designs

Session 3: Survey research methods

Session 4: Survey research workshop

Session 5: Experimental research methods

Session 6: Experimental research workshop

Session 7: Research proposal workshop

Session 8: Research proposal presentations

Compétence à acquérir :

The seminar is designed to introduce students to principles and fundamental tools of the quantitative methods most frequently used in management research. We will present a range of critical topics including survey research and experimental design.

Mode de contrôle des connaissances :

The evaluation will be based on an individual research proposal at the end of the seminar, on group activities during workshops, and on class preparation and active participation.

Bibliographie, lectures recommandées :

Session 1

· della Porta, D. and Keating, M. (2008), **Chap2: How Many Approaches in the Social Sciences? An Epistemological Introduction**, In Approaches and methodologies in the social sciences : A pluralist perspective, Cambridge University Press, pp19-39.

Session 2

· Weathington, Bart L., et al. (2012), **Chap3: The Foundations of Research**, In Understanding Business Research, John Wiley & Sons, Incorporated, pp41-71.

· Franklin, M. (2008), **Chap13: Quantitative Analysis**, In Approaches and methodologies in the social sciences : A pluralist perspective. Cambridge University Press, pp240-262.

· Eisend, M., and Kuss, A. (2019). **Chap7: Hypotheses and Model for Theory Testing** In Research Methodology in Marketing, Springer, Cham, pp151-172.

Sessions 3+4

· Weathington, Bart L., et al. (2012), **Chap4: An Overview of Research Methods**, In Understanding Business Research, John Wiley & Sons, Incorporated, pp73-103.

· Aityan, S.K. (2022). **Chap16: Survey Method**, In Business Research Methodology, Springer, Cham, pp343-357.

Sessions 5+6

· Eisend, M., and Kuss, A. (2019). **Chap8: Testing Causal Relationships**, In Research Methodology in Marketing, Springer, Cham, pp173-193.

Session 7

· Aityan, S.K. (2022). **Chap22: Writing Research Report**. In Business Research Methodology, Springer, Cham, pp461-479.

. Aityan, S.K. (2022). **Chap23: Making Presentations**, In Business Research Methodology, Springer, Cham, pp481-491.

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