



LUND
UNIVERSITY

School of Economics and Management

**BUSR37, Business Administration: Quantitative Research
Methods and Data Science, 5 credits**
*Företagsekonomi: Kvantitativa forskningsmetoder och "data science",
5 högskolepoäng*
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Business Administration on 2022-05-11 and was last revised on 2022-05-11 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2022-05-11, spring semester 2023.

General Information

BUSR37 is a course in Business Administration at the advanced level.

Language of instruction: English

Main field of studies

Business Administration

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

A passing grade will be awarded to students who:

Knowledge and understanding

- Demonstrate knowledge of the main quantitative methods applied within marketing research.
- Can describe the relation between (i) the research problem, (ii) the empirical material needed, (iii) the nature of the phenomenon under study, and (iv) the method of data collection.
- Demonstrate an ability to analyze and visualize different kinds of quantitative data.
- Can reflect upon the strengths and limitations of different types of quantitative data and research methods.

Competence and skills

- Demonstrate an ability to discuss the suitability of various quantitative methodological choices.
- Perform data science skills such as obtaining, cleaning, and transforming quantitative data
- Can apply the course content in a practical or academic research setting: i.e., design a study, collect, and analyze empirical material, and reflect on relevant issues in this process such as validity, reliability, and generalizability.
- Interpret data findings effectively to any audience, orally, visually, and in written formats

Judgement and approach

- Demonstrate an ability to reflect upon problems related to knowledge claims and methodological choices in quantitative research methods.
- Judge the appropriateness of quantitative data, research design, and statistical analysis choices in practical and academic marketing research settings.

Course content

The aim of the course is to enhance the students' knowledge and understanding of the most commonly used methods for collecting and analyzing quantitative data within marketing research. More specifically, the course aims to offer the students the possibility to develop:

- Foundations in data science concepts
- A broad quantitative methodological repertoire
- The ability to assess the appropriateness of different quantitative research design choices
- The ability to argue for and defend quantitative methodological choices
- A reflexive and nuanced approach to knowledge claims generated from quantitative research methods

Course design

The teaching consists of several lectures, practical activities, and a seminar related to some popular quantitative methods for data analysis. Guest lectures may also be included.

Assessment

The assessment consists of an individual assignment, and a group assignment.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic.

A (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.

Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS in Business Administration is required. These must include a course in basic Business Administration (e.g., FEKA90 Business Administration: Introductory course in Business Administration).

Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

Subcourses in BUSR37, Business Administration: Quantitative Research Methods and Data Science

Applies from V24

- 2401 Group assignment, 1,0 hp
Grading scale: Fail, Pass
- 2402 Written examination, 4,0 hp
Grading scale: Fail, E, D, C, B, A

Applies from V23

- 2301 Group assignment, 4,0 hp
Grading scale: Fail, E, D, C, B, A
- 2302 Individual assignment, 1,0 hp
Grading scale: Fail, Pass