COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Data Analysis and Interpretation	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Management study program committee **Other(s):**	Management Department Business Department

Study cycle	Type of the course unit (module)
First	

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	7th semester	EN

Requirements for students	
Prerequisites: Business Research; Business Statistics	Additional requirements (if any): -

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed

The aim of this subject is to develop subject **specific competence**: ability to analyze and interpret research in the field of management, applying the methods of statistical analysis of quantitative data.
The aim of this subject is to develop **generic competencies**: ability to conduct research; ability to interpret statistical information and solve problems based on statistical information working in a group or individually.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
- Students will know the most important types of quantitative data and will be able to choose the appropriate tools to obtain information; - Students will understand the essence of the most important methods of quantitative analysis and will be able to apply them individually when analyzing data; - Students will be able individually and properly analyze quantitative information in the field of management; - students will be able to interpret the obtained research results, relating them to a specific business situation; - Students will apply research knowledge in individual researching; - by working individually and in groups, students will be able to analyze primary data and search for innovative ways to solve problems.	Lectures (problem-based teaching), individual study of the lectures' material, practical classes with SPSS software, case study, individual assignments	Close-ended questions in tests, practical assignments during the exam

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Measurement and scaling. Determining sample size	2		2				4	4	Analysis of scientific literature
2. Data coding and preparation for analysis	2		2				4	4	Analysis of scientific literature; practical assignments
3. Statistical tests	2		6				8	16	Analysis of scientific literature; practical assignments
4. Analysis of variance (ANOVA)	2		4				6	12	Analysis of scientific literature; practical assignments
5. Correlation and regression	2		8				10	16	Analysis of scientific literature; practical assignments
6. Factor analysis	2		4				6	14	Analysis of scientific literature; practical assignments
7. Cluster analysis	2		4				6	10	Analysis of scientific literature; practical assignments
8. Communicating research findings	2		2				4	6	Analysis of scientific literature; practical assignments
	16		32				48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Practical assignments	60	In the Final exam	There are 6 tasks, each worth 10 points. 20 close-ended questions (value of 2 points each)
Test in writing	40	In the Final exam	Final exam assessment: The final grade is obtained by summing the assessment points of the test in writing and practical assignments: 92-100 points - great, 10 83-91 points - very good, 9 74-82 points - good, 8 65-73 points - average, 7 55-64 points - satisfactory, 6 46-54 points - weak, 5 less than 46 points - unsatisfactory, minimum requirements not met, 4, 3, 2, 1.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsary reading				

Field A.	2017	Discovering Statistics Using SPSS.	5th ed.	Sage Publications
Malhotra N. K., Nunan D., Birks D. F.	2017	Marketing Research: An applied approach.	5th ed	Pearson Education Ltd.
Optional reading				
Hair J. F., Black B., Babin B., Anderson R. E., Tatham R. L.	2018	Multivariate Data Analysis.	8th ed	Cengage Learning EMEA
Janssens, Wijen, De Pelsmacker, Van Kenhove.	2008	Marketing research with SPSS.	1st ed	Prentice Hall