

COURSE CODE: BUS005D

COURSE TITLE: Business Research Statistics

COURSE DESCRIPTION:

This course prepares the incoming doctoral student in fundamental statistical analysis for research. The course presents an overview of the basic steps and conventions in statistical analysis for empirical research and gives the students opportunities to practice the component skills required to carry out these steps.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

Field, A., Miles, J., & Field, Z. (2012). Discovering Statistics Using R. London: Sage Publications Ltd.

Jose, P. E. (2013). Doing Statistical Mediation & Moderation. New York: The Guilford Press.

Lind, D., Marchal, W., & Wathen, S. (2015). Statistical Techniques in Business and Economics: 17th ed.: New YorkL McGraw Hill Education.

Sekaran, U. (2003). Research Methods for Business. New York: John Wiley & Sons, Inc"

READING LIST:

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: