

COURSE CODE: COB506M

COURSE TITLE: Statistical Analysis for Business Research (MSA, MSFE, MSCF & MRIM)

COURSE DESCRIPTION:

The course is designed to help MSA, MSFE, MSCF and MRIM students understand research methodology and statistical methods in order to identify a research problem as well as plan and implement a research plan. It can aid students to evaluate research studies and use research findings to improve the quality of practice and management

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

Anderson, D. R., Sweeney, D. J., and Williams, T. A. (2011). Statistics for business and economics (11th ed.). Mason, OH: South-Western Cengage Learning.

Cooper, D. R., & Schindler, P. S. (2008). Business research methods (10th ed.). Boston, MA: McGraw-Hill.

Williams, T. A., Sweeney, D. J., & Anderson, D. R. (2009). Contemporary business statistics (3rd ed.). Cincinnati, OH: South-Western/Thomson Learning

READING LIST:

Creswell, J. W. (2003). Research design: Qualitative, quantitative, and mixed method approaches (2nd ed.). Thousand Oaks, CA: Sage Publications.

Malhotra, N. K. (2007). Marketing research: An applied orientation (5th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall.

Remenyi, D. Williams, B., Money, A., & Swartz, E. (1998). Doing research in business and management: An introduction to process and method. Thousand Oaks, CA: Sage Publications, Inc.

Roberto, E. L. (2006). User-friendly marketing research: How to use marketing research to make profitable decisions (3rd ed.). Makati City: Life Cycle Press (Asia).

Sekaran, U. (2003). Research methods for business: A skill building approach (4th ed.). New York, NY: John Wiley and Sons, Inc.

Zikmund, W. G. (2003). Business research methods (7th ed.). Mason, OH: Thomson/South-Western, 2003.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: