

MGMT90203 Foundations in Quantitative Methods

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 3 contact hours per week (2 hours lecture; 1 hour tutorial) Total Time Commitment: 144 hours per semester, including self-directed study and research
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>
Coordinator:	Assoc Prof Jennifer Overbeck, Dr Daejeong Choi
Contact:	Semester 1: daejeong.choi@unimelb.edu.au (mailto:daejeong.choi@unimelb.edu.au) jennifer.overbeck@unimelb.edu.au (mailto:jennifer.overbeck@unimelb.edu.au)
Subject Overview:	This subject is aimed at students undertaking graduate research programs. The overall aim is to introduce students to core quantitative methods and techniques commonly used in management and marketing research. It provides students with a working knowledge of the spectrum of alternative techniques for collecting and analysing data. Whilst this subject will not provide the depth required of a specialist in any particular technique, by the end of this subject, students will have a working knowledge of the foundations of descriptive and inferential statistics, with a focus on applying ANOVA, MANOVA and regression analysis.
Learning Outcomes:	In this subject students will be able to: <ul style="list-style-type: none"> # understand the range of quantitative research methods deployed in social and organisational research; # articulate a quantitative research design appropriate to research questions examined by management and marketing researchers; # interpret and critically analyse research papers deploying different quantitative research approaches; and # present the results of statistical analyses using appropriate tabular and graphical displays.
Assessment:	Assignment 1 (individual 1,800 word written report) due in week 6 (20%) Class participation (comprising attendance and active engagement in the classroom), throughout the semester (10%) Assignment 2 (individual 1,800 word written report) due in week 12 (20%) 3 hour examination at the end of semester (50%)
Prescribed Texts:	TBC

Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"># Problem solving skills, which should be enhanced through the study of research design and research methods;# Writing skills appropriate for the preparation of academic articles and research reports in Management and Marketing, including the doctoral thesis; and# Analytical skills, which should be developed through the evaluation of quantitative and qualitative empirical research literature.
Related Course(s):	Master of Commerce (Management) Master of Commerce (Marketing)