

# MBA MKT 507: Applied Business Research-Quantitative

Class:	MBA – Evening City – LMS ID: 96323; ERP ID: 40741
Instructor:	Dr. Huma Amir

Class details	
Class Timing and Room	(6:30 pm – 8:30 pm) City Campus
Session Day(s)	Tuesday and Thursday
Credit Hours:	1.5 Credit Hours
Email	<a href="mailto:hamir@iba.edu.pk">hamir@iba.edu.pk</a>
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Course Description
<p style="text-align: center;"><b><i>“Real knowledge is to know the extent of one's ignorance. Life is really simple, but we insist on making it complicated.” Confucius</i></b></p> <p style="text-align: center;"><b><i>“The coming century is surely the century of data.” David Donoho (2000)</i></b></p> <p>Quantitative analysis is essential for conclusive research: it helps to make high precision conclusions. This course investigates the quantitative techniques of the research process by completing the research prototype using integrated approach to analyze data with appropriate statistical techniques. This course allows understanding of types and nature of variables and how to conduct experimental design for internal validity and how to carry out surveys (based on verified scales) to extrapolate results to population. It covers both descriptive and inferential statistical tools to reach precise (highly probable) results – for instance, how to reject, or fail to reject, the null hypotheses (<math>H_0</math>) based on statistical significance. In doing so, it examines how inferences can be made about whether or not the hypotheses are supported. This course specifically adds value to students’ quantitative skills in terms of selection of appropriate statistical technique and viewing the nature of variables used in a research (Categorical or Continuous). Students gain hands-on experience by defining research problems, designing a research project, and collecting, analyzing, recording, and interpreting data. Finally, this course enables students to understand SPSS environment and how to plug in data to generate and analyze the results.</p> <p style="text-align: center;"><b><i>“For a theory is a composite memory of things apprehended with sense perception.... I approve of theorizing also if it lays its foundation in incident, and deduces its conclusion in accordance with phenomena.”</i></b>  <b><i>Hippocrates of Cos, On the Sacred Disease</i></b></p> <p><b><i>“Data do not give up their secrets easily. They must be tortured to confess.” Jeff Hopper, Bell Labs</i></b></p>

### MBA Program Learning Goals

#### 1. Communication Skills

The students will be able to communicate effectively in wide variety of business settings, employing mediums such as written, oral and visual

#### 2. Knowledge of All Business Disciplines

Students will be able to demonstrate understanding of theory and practice in relation to major business related functions.

#### 2. Critical Thinking

Students are able to develop a critical approach in research and use of management theory and practice leading to effective decision making

#### 4. Ethics

Students will have an understanding and awareness of the ethical implications of their decisions.

#### 5. Glocal Mindset

Students will develop an appreciation of global best practices and learn to adapt them to local cultural contexts.

### ABR-Qualitative Course Learning Outcomes

The course Applied Business Research is mapped against MBA Program Learning Goal number 1: Communication Skills. Accordingly, at the end of the course the students should be able to:  
LG102: demonstrate effective use of presentation techniques to communicate quantitative business problems and solutions.  
LG103: communicate effectively in a team setting.

#### Skills/Abilities

The course will inculcate skills on team working, decision making, communication and quantitative analytical skills.

### Teaching and Learning Methodology

A student-based learning approach is utilised where students are encouraged to discuss their projects in front of the entire class audience and the audience are encouraged to put forth their ideas and suggestions based on the reading materials and their own best judgement. Quantitative theory is reinforced through case and text book exercises.

LMS will be used to share reading material with the students. The pedagogy used for the course will be a combination of:

- Lectures
- MOOCs
- Articles
- Discussion
- In Class Activities
- Slides
- Readings (online and Embedded in Slides)
- Presentations/Debates – both formal and informal
- Exams
- Self-Study
- Interaction on LMS – self-initiated and discussion-oriented

Course Learning Outcomes mapped to Program Learning Outcomes						
Learning Goals		Communication Skills	Knowledge of All Business Areas	Critical Skills	Ethics	Glocal Mindset
Learning Outcomes						
1						
2		X				
3		X				
Weekly Plan and Course Content						
Week	Chapters/ Readings	Mapping to Course Learning Outcomes	Session Topic			
Week 1	Chapter 7, Bryman 4 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Introduction to Quantitative Analysis.</li> <li>Discussion on Conceptual Framework</li> </ul>			
Week 2	Chapters 8 & 9, Malhotra 7 <sup>th</sup> Ed. Chapter 8, Neuman 7 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Measurement in marketing research</li> <li>Instruments of measurement in marketing</li> <li>Population, sample, and sampling techniques</li> </ul>			
Week 3	Chapter 15, Malhotra 7 <sup>th</sup> Ed. Chapter 5, Martin & Bridgmon Chapter 17, Pallant 6 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Data Preparation: Introduction to SPSS</li> <li>Tests of Differences: t-tests and Chi-Square test</li> </ul>			
Week 4	Chapter 16, Malhotra 7 <sup>th</sup> Ed. Chapters 18, 19 Pallant 6 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Tests of differences: Analysis of variance</li> <li>Different techniques of analysis of variance</li> </ul>			
Week 5	Chapter 19, Malhotra 7 <sup>th</sup> Ed. Chapter 9, Pallant 6 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Reliability and validity of the instrument of data collection</li> <li>Dimensionality - Factor analysis</li> </ul>			
Week 6	Chapter 17, Malhotra 7 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Tests of Association: Correlation and Regression</li> <li>Predictive Analysis</li> </ul>			
Week 7	Chapter 22, Malhotra 7 <sup>th</sup> Ed.		<ul style="list-style-type: none"> <li>Structural Equation Modelling on Smart PLS4</li> </ul>			

**Text Book and Pre Course Reading Material, Important Dates.**

**Recommended Text**

“Marketing Research: An Applied Orientation” by Naresh K. Malhotra, 7<sup>th</sup> Edition, 2016.  
 “Social Research Methods” by Alan Bryman, 4<sup>th</sup> Edition, 2012.  
 “Social Research Methods: Qualitative and Quantitative Approaches” by W. Lawrence Neuman, 7<sup>th</sup> Edition, 2014.  
 “Quantitative and Statistical Research Methods: From Hypothesis to Results” William E. Marin & Krista D. Bridgmon, 1<sup>st</sup> Edition, 2012.  
 “SPSS Survival Manual: A Step-by-Step Guide to Data Analysis using the SPSS Program”, by Julie Pallant, 6<sup>th</sup> Edition, 2016.

**Recommended Readings for Reference**

“OpenIntro Statistics” 3e, available at: <https://www.openintro.org/stat/textbook.php>  
 "Regression Analysis," David Bell, Harvard Business Review, 1993.  
 Bryman, A. & Bell, E. (2007). *Business Research Methods*, USA: Oxford University Press  
 Cavana, R. Y., Delahaye, B. L. & Uma Sekaran (2001). *Applied Business Research: Qualitative and Quantitative*, Australia: John Wiley & Sons  
 Zikmund, W. G. (2003). *Business Research Methods*. USA: Thomson Southwestern

**Dates**

- 3rd session: Conceptual framework of the article
- 5th session: Questionnaire
- 6th session: Write-up till methodology
- 7th session: final data
- 9th session: Mid-Term – Descriptive analysis with write-up
- 11th session: Inferential analysis write-up
- 1 week after final: Final project submission including, in addition to above write-ups, conclusion, discussion, contributions (managerial, social, and theoretical implications) limitations, and future research

**Notes:**

- Detailed write-up of assignments will be shared separately

**Prerequisite Skills and Knowledge to take this Course**

Be comfortable with using technology for learning. Laptops will be required for analysis from Week 3 onwards. There is a mobile and laptop usage policy.

Assignments and Quizzes: DEADLINES AND DUE DATES:

Assessment	Due Date	Remarks
CP	Ongoing	Details regarding CP are given later on in this document.
Written assignments	Dates given separately	A separate 'Assignments' Detail' Document will be provided to students.

Project/Presentation	Weekend after final exam	A separate 'Assignments' Detail' Document will be provided to students.
Mid Term Paper	Week 4	Descriptive analysis results will be treated as mid-term
Final Paper	Final Exam Week	Final Exam Week
This course follows absolute grading.		

Marks Distribution						
Marks Head	Total Frequency	Total Exempted	Marks /Frequency	Total Marks /Head	Course Learning Outcomes	Traits
CP	Ongoing	0	10	10		
Quizzes	3	1	5	10		
Introduction and Research Objectives	1	0	10	10		
Mid-Term Descriptive Analysis	1	0	15	15		
Inferential Analysis	1	0	10	10		
Conclusion, Discussion, References	1	0	5	5		
Presentation	1	0	10	10	1	LG102
Team Evaluation	1	0	5	5	1	LG103
Final Paper	1	0	25	25		
<b>Total Marks</b>				<b>100</b>		

Class participation
<p>I will ask you to rate your own class participation, and I will also get feedback from the entire class on the students they have learnt the most from during class. I will then assess this information against my own observation, and then arrive at your final CP. Final veto is mine, although I am quite democratic☺</p> <p><b>1. Extremely Weak (0-5)</b></p> <ul style="list-style-type: none"> <li>• You are consistently absent/late from class</li> <li>• You attend class without showing any evidence of being 'mentally' present</li> <li>• You show disrespectful behavior towards your peers</li> </ul> <p><b>2. Unsatisfactory (6-10)</b></p> <ul style="list-style-type: none"> <li>• You are present and courteous, but do not participate very much in class even when prompted.</li> </ul>

- You hardly ever participate on LMS.
- You are essentially a passive recipient of information.

**3. Satisfactory (11-15)**

- You are present and courteous, but participate in class only when prompted.
- The above attitude is also reflected in your case study discussions, written work and LMS discussions.

**4. Good (16-20)**

- You are present and courteous, and share actively regarding assigned readings/cases and topics under discussion.
- The above attitude is also reflected in your case study discussions, written work and LMS discussions.
- However, you participate in activities only when prompted.

**5. Very Good - Almost There! (21-25)**

- When you are present and courteous, and provide guidance to your fellow students during discussion.
- This is also reflected in your case study discussions, written work and LMS discussions.
- You also participate in activities in a proactive manner.

**6. Excellent - Exceptional in all Respects (26-30)**

- You are present and courteous, and introduce new and thought provoking ideas, concepts and issues in class.
- This is also reflected in your case study discussions, written work and LMS discussions.
- You initiate classroom activities and discussions, and contribute immensely to class participation.
- Your classmates acknowledge your great contribution to their learning.

**Comments and/or Suggestions**

Students may contact the faculty digitally any time in case of any problem or issue that needs attention. Counselling hours for project will be held via zoom during Fridays/Saturdays/Sundays at agreed upon timing

**Technology Requirements**

Please bring your laptop to class if possible. Laptops are mandatory from Week 3 onwards. Also bring old-fashioned pen and paper.

**Academic Conduct**

Some ground rules:

- If you want to be heard please respect others when they speak. We agree to disagree
- Be tolerant and do not use unreasonable “air time.”
- Merely rephrasing a comment will not earn you CP points.
- Please do not work on laptops & cell phones in class other than when instructed. Keep your phones on the silent mode.
- Preparing the readings before coming to class is mandatory

**Attendance Policy**

Attendance is marked at the beginning of each session on ERP. In order to be marked present, please ensure that you are in class before time. Avoid coming late. If you are late in coming to class, you will be marked

absent. IBA allows 7 absences in each course (i.e. 3 absences in a 1.5 credit course). Please use these wisely. I will strictly follow the IBA policy in marking attendance and keeping a record of your absences.

#### **Plagiarism Policy**

IBA considers plagiarism as "taking and using the thoughts, writings, and inventions of another person as one's own" (Concise Oxford Dictionary). Absolutely no plagiarism/ cheating in any examination, quiz, assignment, report, and/or presentation by any student is tolerated. Each case is decided on its own merit in accordance with notified plagiarism policies. Plagiarism manifests itself in various forms. These include but are not limited to the following:

- "Verbatim copying, near-verbatim copying, or purposely paraphrasing portions of another author's paper or unpublished report without citing the exact reference.
- Copying elements of another author's paper, such as equations or illustrations that are not common knowledge or copying or purposely paraphrasing sentences without citing the source.
- Verbatim copying portions of another author's paper or from reports by citing but not clearly differentiating what text has been copied (e.g. not applying quotation marks correctly) and /or not citing the source correctly".
- "The unacknowledged use of computer programs, mathematical / computer models /algorithms, computer software in all forms, macros, spreadsheets, web pages, databases, mathematical deviations and calculations, designs models / displays of any sort, diagrams, graphs, tables, drawings, works of art of any sort, fine art pieces or artifacts, digital images, computer-aided design drawings, GIS files, photographs, maps, music / composition of any sort, posters, presentations and tracing."
- "Self-plagiarism, that is, the verbatim or near-verbatim re-use of significant portions of one's own copyrighted work without citing the original source".

#### **Withdrawal Policy**

Please follow the IBA policy in this regard. Consult the program office for clarification.