



UNIVERSITI TEKNOLOGI MARA

ACC740: QUANTITATIVE AND QUALITATIVE DATA ANALYSIS

Course Name (English)	QUANTITATIVE AND QUALITATIVE DATA ANALYSIS APPROVED
Course Code	ACC740
MQF Credit	3
Course Description	This course focuses on the statistical analysis of business related and social sciences problems, and the use of medium to advanced statistical methods as tools for answering research enquiries. This encompasses the understanding and application of appropriate statistical analysis techniques, the use of powerful statistical software for data analysis, statistical reporting and presentation. The qualitative research is intended to provide the student with the basic skills needed to do qualitative research that focuses on understanding, rather than prediction or controlling, phenomena. It usually contrasted with traditional experimental and statistical research and is felt by many to be more appropriate to the study of human life. Included will be discussion of and practice in basic phenomenological description, structural analysis, research interviewing, and the repertory grid.
Transferable Skills	Reflective learner Resourceful and Responsible Effective Communicator Responsive Independent Critical Thinker Confident Systematically Inquisitive Solution Provider
Teaching Methodologies	Lectures, Lab Work, Demonstrations, Presentation, Computer Aided Learning
CLO	CLO1 Apply relevant data analysis techniques for business related research data CLO2 Apply suitable advanced techniques for univariate, bivariate and multivariate analysis appropriate for business related research data CLO3 Demonstrate the skills in analyzing different forms of business related data using appropriate advanced statistical techniques and statistical software CLO4 Correctly interpret the statistical output in the presentation of report CLO5 Demonstrate the skills in analyzing different forms of qualitative research approach.
Pre-Requisite Courses	No course recommendations
Topics	
1. Quantitative and Qualitative Approaches Introduction to SPSS 1.1) Preparation of data files 1.2) Measurement scales 1.3) Data Transformation	
2. Collecting Quantitative Data & Analysis 2.1) Descriptive Statistics	
3. Analyzing and Interpreting Quantitative Data 3.1) Introduction 3.2) Reliability Analysis; Cronbach's Alpha Estimates 3.3) Correlation and Simple Linear Regression 3.4) SPSS data and applications	
4. Factor Analysis 4.1) Concepts 4.2) Purpose of factor analysis 4.3) SPSS data and applications	

5. Parametric and Non-Parametric Analysis

- 5.1) T-test for independent and dependent samples
- 5.2) Analysis of Variance
- 5.3) Chi-Square test of contingency tables
- 5.4) Mann-Whitney Test
- 5.5) Wilcoxon Signed Rank Test
- 5.6) Kruskal-Wallis Test
- 5.7) SPSS data and applications

6. Multiple Linear Regression

- 6.1) Concepts
- 6.2) Dummy variables
- 6.3) SPSS data and applications

7. Qualitative Research Approaches

- 7.1) Case Study
- 7.2) Ethnography
- 7.3) Phenomenology
- 7.4) Phenomenological Description
- 7.5) Structural analysis
- 7.6) Grounded Theory

8. Introduction to NVivo & Its Application

- 8.1) Collecting and Coding Qualitative Data
- 8.2) Analyzing and Interpreting Qualitative Data
- 8.3) NVivo applications

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	2 Individual assignments (QUAN AND QUAL)	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5
	Group Project	Two group projects (QUAL AND QUAN)	35%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5
	Test	Quantitative topics	15%	CLO2 , CLO3 , CLO4 , CLO5

Reading List	Recommended Text	<ul style="list-style-type: none"> Field, A. 2013, <i>Discovering Statistics Using IBM SPSS</i>, 4th Edition Ed., Sage Publication London Bazeley P. and Jackson K. 2013, <i>Qualitative Data Analysis with NVivo</i>, 2nd Edition Ed., Sage Publication London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	