UNIVERSITI TEKNOLOGI MARA

BRM920: Quantitative Research Methods Analysis

Course Name (English)	Quantitative Research Methods Analysis `APPROVED`
Course Code	BRM920

MQF Credit	4

Course Description	This is a hands-on approach course where statistical tools (statistical software's – SPSS. Smart PLS, Rs) for statistical analysis at elementary and advanced level are introduced and used

Transferable Skills	At the end of the course the students should be able to organise data preparation process and to use the correct statistical tools in postgraduate research.

Teaching Methodologies	Lectures, Lab Work, Discussion, Presentation

CLO	CLO1 Organize data preparation process that include data entry and data screening CLO2 Determine the correct statistical tools in postgraduate research CLO3 Integrate lifelong learning skills related to statistical tools and software

Pre-Requisite Courses	No course recommendations

Topics
1. Data Preparation 1.1) Data preparation process - Coding and Data entry 1.2) Data Screening - Data editing, data transformation and missing value
2. Preliminary Data Analysis 2.1) Descriptive analysis: numerical and graphical methods 2.2) Graphic methods; reliability scale; choosing the right statistic
3. Explore Relationship Among Variables 3.1) Correlation 3.2) Multiple regression 3.3) Logistic Regression 3.4) Cross Tabulation
4. Compare Groups 4.1) T-tests 4.2) ANOVA 4.3) Cross Tabulations
5. Exploratory Factor Analysis 5.1) Factorial Analysis
6. Multivariate Statistical Analysis 6.1) PLS-SEM
7. Mediation and Moderation Testing 7.1) Mediation Analysis Tools 7.2) Moderation Analysis Tools

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1 - Hands on Data Preparation	10%	CLO1
	Assignment	Assignment 2 - Preliminary Data Analysis	10%	CLO1
	Assignment	Assignment 3 - Explore Relationship Among Variables	10%	CLO2
	Assignment	Assignment 4 - Compare Groups	10%	CLO2
	Assignment	Assignment 5 - Exploratory Factor Analysis	10%	CLO2
	Assignment	Assignment 6 - Multivariate Statistical Analysis	10%	CLO2
	Assignment	Assignment 7 - Mediation and Moderation Testing	10%	CLO2

Reading List	Recommended Text	• Joseph F. Hair 2013, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 2 Ed., SAGE London [ISBN: 1452217440] • Pallant, Julie 2017, *Spss Survival Manual*, 6 Ed., McGraw-Hill Education (UK) [ISBN: 0335262589] • Andy Field 2013, *Discovering Statistics Using IBM SPSS Statistics*, 4 Ed., SAGE Publications Limited [ISBN: 1446249182]
	Reference Book Resources	• Uma Sekaran,Roger J. Bougie 2016, *Research Methods For Business*, John Wiley & Sons [ISBN: 1119165555] • William G. Zikmund,Barry J. Babin,Jon C. Carr,Mitch Griffin 2013, *Business Research Methods*, Cengage Learning [ISBN: 1111826927] • Carol R. Bailey 2017, *A Guide to Qualitative Field Research*, Sage Publications, Incorporated [ISBN: 1506306993] • Juliet Corbin,Anselm Strauss,Anselm L. Strauss 2014, *Basics of Qualitative Research*, SAGE [ISBN: 1412997461] • Sheridan J. Coakes,Lyndall Steed 2007, *SPSS Version 14.0 for Windows*, Wrightbooks [ISBN: 0470813113] • Phillips, Estelle,Pugh, Derek.S. 2010, *How To Get A Phd*, McGraw-Hill Education (UK) [ISBN: 0335242022] • Barbara G. Tabachnick,Linda S. Fidell,Jodie B. Ullman, *Using Multivariate Statistics* [ISBN: 0134790545]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	