GS/MSMG 6010
Quantitative Methods for Business and Management Research

Fall 2024, Sections A (B)

Course instructor / contact

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Course consultation hours: online, by appointment via eClass

Times and Locations

This course is delivered in person at York's Markham Campus; there are no provisions for online delivery. The meetings will be held on **Wednesdays, 16:00-19:00, at MK 5000 (Thursdays, 19:00-22:00 for section B).**

Office hours will be held via Zoom (link will be provided at the time of appointment).

Textbook

Bougie, R. & Sekaran, U. (2020). **Research Methods for Business: A Skill Building Approach**, 8th Edition, Wiley: Hoboken, NJ

Software

We will be using **SPSS** in class. The program is available for York students via MyApps interface https://myapps.yorku.ca/. Make sure that you can launch the program from your computer. It also might be helpful to bring your laptop in class although it is not required.

We will also be using Excel which is free to all York students: https://www.yorku.ca/uit/faculty-staff-services/free-microsoft-office-365-education-software/

Office hours and consultations will be held predominantly in Zoom. York University uses its own access protocols, so make sure to learn them: https://yorku.zoom.us/

Course description

The goal of this course is to introduce approaches to designing research studies in business and specifically the studies that rely on numerical data. To design successful studies and to approach research results critically, it is important to understand both the philosophy of science and

technical methods involved. The course will focus on potential threats to research validity and generalizability as well as on introducing key analytical techniques involved in quantitative research. The students will have hands-on experience in designing a study, analyzing the data, and interpreting and presenting the results.

Grade components

- Weekly quizzes (individual) 25%
- Class participation (individual) 10%
- Midterm (individual) 15%
- Research proposal (group) 20%
- Research paper (group) 20%
- Research presentation (group) 10%

Course structure

Week	Topic	Reading	Assignments
Week 1 Sep 4(5)	Course Introduction Research Process Research problem formulation Research ethics	Syllabus; eClass Bougie & Sekaran, Ch.3-4	
Week 2 Sep 11(12)	Philosophy of research Reasoning risks that research methods need to address Biases in Research: - researchers' - respondents'	Bougie & Sekaran, Ch.2 Assigned readings	Quiz 1 in class
Week 3 Sep 18(19)	Types of research: Types of variables Units of analysis Basics of statistical inference	Bougie & Sekaran, Ch.1 and 4 Skim Bougie & Sekaran, Ch. 17 Bougie & Sekaran, 15, Ch. 16 pp. 289-304	Quiz 2 in class
Week 4 Sep 25(26)	Types of quantitative data Measuring variables Instruments design	Bougie & Sekaran, Ch. 12, 13 Bougie & Sekaran, Ch. 10	Quiz 3 in class
Week 5 Oct 2(3)	Data collection: Sampling	Bougie & Sekaran, Ch. 9 Bougie & Sekaran, Ch. 10	Quiz 4 in class
Week 6 Oct 23(24)	**Midterm**		
Reading Week Oct 16(17)	**No Class**		

Week	Topic	Reading	Assignments
Week 7 Oct 9(10)	**Research presentations**		
Week 8 Oct 30(31)	Testing for differences Testing for associations	Bougie & Sekaran, Ch. 16 pp. 279-288 Bougie & Sekaran, Ch. 16 pp. 279-288	Quiz 6 in class
Week 9 Nov 6(7)	Data reduction Factor analysis Clustering	TBA	Quiz 7 in class
Week 10 Nov 13(14)	Multivariate Data Analysis Writing the report	Bougie & Sekaran, Ch. 18, 19 Bougie & Sekaran, Ch. 18, 19	Quiz 8 in class
Week 11 Nov 20(21)	Q&A for project finalizing		
Week 12 Nov 27(28)	Research Presentations		

Use of Generative AI in this course

Students are welcome to use generative AI (GenAI) in this course on the condition that the **students disclose** the fact of the use, which GenAI was used, and the extent of use (brainstorming, draft writing, draft editing, etc.). A word of caution: even with newer models, GenAI is still prone to producing statements that are NOT based on facts, so any factual information has to be checked and original sources of such information investigated and cited. **GenAI will not be considered as a valid source of information**.

York policy on academic honesty

"The work one submits for evaluation is the product of one's own original ideas, and that any material that belongs to someone else, because they first produced and/or presented it, must be properly referenced and cited. If there is no way for a reader to tell which words and ideas are those of the author and which are those of others, then the work demonstrates plagiarism." (cited from the Faculty of Graduate Studies page on Academic honesty: https://www.yorku.ca/gradstudies/students/current-students/regulations/academic-honesty/)

York University's Senate Policy on Academic Honesty: https://www.yorku.ca/secretariat/policies/policies/academic-honesty-senate-policy-on/

Written assignments may be submitted to *Turnitin* to verify authenticity. Students should review York guidelines on the use of text matching services at: www.yorku.ca/academic honesty/students/tunitin-students.htm

Other York policies

Grading Scheme and Feedback Policy:

The grading scheme shall be announced, and be available in writing, within the first two weeks of class. Under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Terms, and 30% for 'full year' courses offered in the Fall/Winter Term shall be received by students prior to the final withdrawal date from a course. Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please refer to: http://www.yorku.ca/secretariat/policies/document.php?document=86

In-Class Tests and Exams - 20% Rule:

For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please refer to: http://www.yorku.ca/secretariat/policies/document.php?document=141

For further information on examination scheduling and other important dates, please refer to: http://www.registrar.yorku.ca/enrol/dates/index.htm

Reappraisals:

With sufficient academic grounds, students may request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. A request for a reappraisal may result in the **original grade being increased, decreased, or confirmed**. For reappraisal procedures and information, please visit the Office of the Registrar site at: http://www.registrar.yorku.ca/grades/reappraisal/index.htm

ACCOMMODATION PROCEDURES

Deferred Standing:

Contact your home Faculty for information on how to apply for deferred standing. For further information visit: http://www.registrar.yorku.ca/services/policies/def.htm

Senate Religious Observance Policy (Senate Policy):

York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents (Senate 032). For further information on accommodation procedures required due to religious commitment, and the schedule of dates visit: http://calendars.registrar.yorku.ca/lectureschedules/fw03/dates/religious.htm

Academic Accommodation for Students with Disabilities:

The nature and extent of accommodations shall be consistent with, and supportive of the integrity of the curriculum and the academic standards of programs and courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established under the Academic Accommodations Policy. For more information visit the Disabilities Services website at http://www.yorku.ca/cds/

York Disabilities Offices and the Registrar's Office work in partnership to support alternate examinations and test accommodation services for students with disabilities at the Keele campus. Students requiring special accommodations must advise the Course Director.

For more information on alternate exams and tests visit: http://www.yorku.ca/altexams/