Aalto University
Executive Education

Aalto Executive DBA

QUANTITATIVE BUSINESS RESEARCH METHODS

D.Sc. Sami Kajalo & M.Sc. Jukka Luoma

Course overview

Credits	6 cr
Workload	6 credits, 160 hours: • Participation in workshops, independent reading of the course book and academic articles, and individual training with SPSS software, reporting results of the analyses
Learning Outcomes	Upon completion of the course participants will be able to carry out empirical quantitative research and write an academic article that is based on quantitative empirical data. More specifically, they will be able to: • Define appropriate research problems and research designs • Understand the role of theory and concepts in empirical research • Choose appropriate samples and empirical material for particular research problems • Construct an executable plan for collecting data • Analyze quantitative data and report the results in a form that is publishable in an academic journal • Define appropriate evaluative criteria for quantitative research
Content	The course has four phases. First, participants learn to identify different types of quantitative business research designs. Second, participants learn how to construct an executable research plan according to the research design appropriate to their research question. Third, participants learn how to do different analysis with SPSS software. Fourth, participants apply this knowledge by analyzing quantitative data

	(either their own data or data provided by the instructions) and reporting the results in high quality academic style. These four phases of the course will be tailored based on each participant's prior knowledge on quantitative research methods. The analytical methods learned in the course include • Descriptive statistics and univariate statistical tests (e.g., Chi-square, t-tests) • Multivariate statistical methods (e.g., analysis of variance factor analysis, cluster analysis, regression analysis, and structural equation models)
Study Material	Hair, Joseph F., William C. Black, Barry J. Babin, and Rolph E. Anderson (2010). *Multivariate data analysis: a global perspective, 7th Edition*.
Grading Scale	Pass/Fail