



Course Category	Business		
Course Title	Research Methods - Quantitative Data Analysis and Report Write-Up (for Thesis and Dissertation)		
Course Code	BS099		
Medium of Instruction	Chinese		
Duration	33.0 hour(s)		
Course Fee	Macao Resident: MOP2,360 Non-Macao Resident: MOP2,360		
Certificate	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.		
	Course Code	Sub Code	Course Start Date
	BS099	2401	2024/06/21
	Course End Date	2024/07/26	
	Course Code	Sub Code	Registration Period
	BS099	2401	2024/04/29 - 2024/06/14
	Quota		25
Objective	Upon completion of the course, students will be able to <ul style="list-style-type: none">• design questionnaires• analyse and interpret data with SPSS• apply the writing styles of a research report		
Outline	<ul style="list-style-type: none">• Overview of research<ul style="list-style-type: none">- The research process- Qualitative and quantitative research- Research ethics• Common quantitative research methods<ul style="list-style-type: none">- Pilot study- Survey- Tracking study• Data collection<ul style="list-style-type: none">- Considerations and preparations- Probability and non-probability sampling- Methods of data collection• Data analysis<ul style="list-style-type: none">- Application of SPSS in statistical analysis- Descriptive statistics- Frequency distributions, central tendency, Measures of dispersion- Measures of variability- Inferential statistics- T-test and Chi-Square Test- Analysis of Variance- Regression Analysis- Reliability and Validity Analysis• Research reports<ul style="list-style-type: none">- Format and writing styles of a research report- Components of a research report		



Teacher	Please refer to the schedule
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