THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	QUANTITATIVE & QUALITATIVE METHODS		
Course Unit Code	MA575		
Type of Unit	Core		
Level of Course Unit	Second cycle		
Year of Study	First/second year		
Semester	On demand		
Number of ECTS Credits	6 ECTS		
Class Contact Hours	**28**		
Minimum Learning Effort (In Hours)	**100**		
Course Unit Objectives	The objective of this course is to help students understand the major statistical concepts and tools used in quantitative and qualitative research, and their effective application in describing, analyzing, and empirically modeling data and drawing conclusions from such data		
Learning Outcomes	The students completing the course should be able to		
	CILO 1	Demonstrate understanding of the basic concepts used in quantitative research	
	CILO 2	Create effective displays of quantitative and qualitative information.	
	CILO 3	Use the appropriate tools to determine the relationships among variables.	
	CILO 4	Employ the most appropriate methods in collecting and analyzing quantitative data for a particular research purpose.	
	CILO 5	Analyze data using software such as Excel.	
	CILO 6	Apply theories of probability to make an informed managerial decision.	
	CILO 7	Apply statistical thinking by developing and testing a hypothesis related to an identified business problem.	
Name of Lecturer(s)			
Mode of delivery	Face to Face		
Prerequisites or corequisites	None		
Course Content	1. Introduction to statistics and different types of data		CILO 1
	2. Introduction to Microsoft Excel for statistical analysis		CILO 2,3,5
	3. Descriptive statistics: numerical methods (measures of location, measures of dispersion)		CILO 1, 5
	4. Descriptive statistics: tabular and graphical methods (frequency tables, bar chart, pie chart, histogram)		CILO 3, 5
	5. Elements of probability theory (discrete and continuous distributions)		CILO 6
	6. Normal and t-distribution and their use in statistical inference		CILO 6, 7
	7. Sampling and sampling distributions		CILO 6,7
	8. Point estimation		CILO 6,7
	9. Interval estimation (confidence interval, margin of error)		CILO 6,7
	10. Hypothesis testing (types of error)		CILO 7
	11. Linear regression (simple and multiple regression analysis)		CILO 3,5,7
	12. The method of least squares		CILO 5,7
Recommended or required reading	Textbooks: Anderson, R.D., Sweeney, J.D. & Williams, A.T. (2012).*Statistics for Business and Economics* (11th ed.) Revised. South-Western: Cengage		

	Learning. Further Reading: Keller, G. (2012). *Statistics for Management and Economics*. South-Western: Cengage Learning. Wonnacott T. H. & Wonnacott R. J. (1992). *Introductory Statistics for Business and Economics* (4th ed.) Wiley. Betrand, M., & Mullainathan, S. (2004). Are Emily and Greg More Employable than Lakisha and Jamal? A Field Experiment on Labor Market Discrimination. *The American Economic Review*, 94(4), 991-1013 Hamermesh, D.,, & Parker , A. (2005). Beauty in the Classroom: Instructors' Pulchritude and Putative Pedagogical Productivity. *Economics of Education Review*, 24, 369-376. Hamermesh, D. & Abrevaya, J. (2014). Beauty Is the Promise of Happiness ? forthcoming in *European Economic Review*. Hanushek E. A. (1996). Measuring Investment in Education. *The Journal of Economic Perspectives*, 10(4), 9-30.
Planned learning activities and teaching methods	Lectures, in-class discussions and debates; in-class exercises; team work; exercises which demonstrate the usage of statistical tools available in Microsoft Excel; problem sets; presentations.
Assessment methods and criteria	10% Class participation 15% Group assignment 75 % Final exam (24hr take-home exam)
Language of Instruction	English
Work Placement(s)	Not applicable