COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230601	**SEMESTER**	6th
TITLE	QUANTITATIVE METHODS OF RESEARCH DATA ANALYSIS		

Autonomous Teaching Activities	WEEKLY TEACHING HOURS	CREDITS
Lectures, Practice Exercises	3	5

COURSE TYPE	SPECIAL BACKGROUND
PREREQUISITE COURSES	NONE
TEACHING LANGUAGE	GREEK AND ENGLISH
COURSE OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBPAGE (URL)	http://ommt.ihu.gr/wp-content/uploads/courses21/210601_Per_Posotikes-methodoi-analyshs-stoixeiwn-ereynas.pdf

2. LEARNING OUTCOMES

Learning outcomes

The course aims to examine the concept and dimensions of measurement in marketing research, as well as basic statistical techniques for analyzing the data of research. In addition, it intends to apply statistical data analysis techniques to marketing research - as part of an appropriate statistical package - and to interpret the results.

Students after the course will be able to:

1. KNOWLEDGE-Recognize types of variables-Recognize different types of measurement scales of variables.
2. UNDERSTANDING-Distinguish appropriate measures for measuring variables and characteristics of human behavior.
3. APPLICATION-Calculate and identify cause-and-effect relationships in consumer behavior.
4. ANALYSIS - Combine data as model factors that lead to specific behaviors.
5. SYNTHESIS-Compose and model relationships and identify the models that describe them.
6. EVALUATION - Compare behavioral models and evaluate them.

General Skills

✓ Search, analysis and synthesis of data and information, using the necessary technologies

- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Work in an international environment
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas

3. COURSE CONTENT

Theory:
1. Analysis of the ways of measuring the views/attitudes of behaviors and other categories of variables of a surveyed audience
2. Analysis of an initial market research problem in its important elements as well as identification of the general objective and the specific objectives of the problem
3. Selection of the appropriate techniques for analyzing the data of a marketing research
4. Interpretation of the results obtained from the statistical analysis of market research data
5. Inductive statistics techniques
6. Case-control procedure study
7. Import data into data processing software
8. Descriptive statistics with the help of software and commenting on results
9. Statistical correlation tests non-parametric
10. Regression of variables
11. Multivariate problems
12. Factor analysis
13. Complete example

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	In the classroom, Face to Face teaching, Distance learning with modern and asynchronous tools
ICT USE	Use of ICT in teaching (Moodle, office, etc.) in teaching (projections and slide shows) as well as in the communication with the students.

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Field application exercises	41
	Assignment	70
	TOTAL	150

ASSESSMENT	The language of the assessment is Greek and may be English for foreign students (students from exchange programs). Students submit a work of integrated application of

	the knowledge gained in Theory. Concluding assessment uses written or online tests at the end of the semester, which may include multiple-choice, short-answer, extended-answer, or correct-answer questions. The final grade is the sum of the formative and concluding assessments of the students. The evaluation criteria have to do on the one hand in the assignments to the extent that the students proceed to the elaboration of the assignment and carry out the intermediate technical requirements in the final examination in the achievement of the Learning Outcomes described above. For each L.O. the grade is distinguished next to the question and is known to the students. After the grades are issued, students can come to office hours and see their writing.

5. REFERENCES

-Suggested bibliography:

- **Quantitative Analysis and Decision Theory Elements in Management and Economics** Using EXCEL, ISALOS and SPSS Software
  Book Code in Eudoxus: 102073198
  Version: 1/2022
  Authors: Halikias Miltiadis
  ISBN: 9789925563197
  Type: Book
  Distributor (Publisher): BROKEN HILL PUBLISHERS LTD

- **Business statistics with applications in SPSS and LISREL**
  Book Code in Eudoxus: 22717289
  Edition: 1st ed. / 2012
  Authors: Dimitriadis Efstathios
  ISBN: 978-960-218-780-7
  Type: Book
  Distributor (Publisher): KRITIKI PUBLICATIONS SA

- **Related scientific journals**