



## **Exchange programme Vrije Universiteit**

**Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit - 2020-2021**

## Quantitative Research Methods III - Accounting and Marketing

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Course Code	E_EBE3_QRMAM
Credits	6
Period	P4
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. Z. Sasovova
Examiner	dr. Z. Sasovova
Teaching Staff	dr. Z. Sasovova, dr. M. Schoute
Teaching method(s)	Seminar, Instruction course, Lecture

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### Course Objective

Academic and Research Skills:

- Student has knowledge of basic and advanced methods (such as factor analysis and multiple regression analysis including methods to analyse moderating and mediating effects) to be able to estimate the statistical models with the use of Stata and interpret the results.
- Student knows how to deal with limitations in the data, such as outliers, missing observations and what to do if the data do not meet the assumptions of statistical tests.
- Student has sufficient knowledge of basic and advanced methods to be able to translate a research question into a formal, testable model.
- Student has sufficient knowledge of research design to be able to independently set up a research project.

### Course Content

This course focuses on conducting research. This includes research design, selecting the appropriate methods, analysis and interpretation of the results. You will learn how to express theories as abstract models and how to correctly interpret the results of estimating these models. In this course we build on your statistical knowledge gained in Quantitative Research Methods II. We cover an extensive selection of advanced methods such as factor analysis and multiple regression analysis including methods to analyse moderating and mediating effects. You will learn how to implement these techniques in statistical software (Stata). The choice of the correct specification and the interpretation of the results will be central. We also discuss how to deal with limitations in the data.

### Teaching Methods

Lectures.  
Tutorials.

Computer tutorials.

### **Method of Assessment**

Assignment – individual assessment.  
Exam – individual assessment.

### **Literature**

Sekaran, U. & Bougie, R. (2016). Research Methods for Business. Wiley, 7th Edition.

### **Additional Information**

It is not possible to retake the assignment (part of the final grade).

Students who have completed the minor 'Applied Econometrics: A Big Data Experience for All' may select a different course from the BSc Economics en Business Economics programme instead of QRMIII.

### **Recommended background knowledge**

Quantitative Research Methods I and Quantitative Research Methods II.