Overview

This course will extend into the areas of advanced multivariate analysis utilising SPSS. It assumes a sound knowledge of basic statistical analysis and techniques. Topics will cover a range of advanced quantitative techniques and modeling that are used for research in business today, including: multivariate analysis of variance, factor and correspondence analysis, structural equation modeling, models commonly used in quantitative business, including logit and probit models. It will also include basic experimental methods including mediation and moderation. Special attention is paid to the underlying theory and assumptions of the methods and models used. Hands-on practical sessions will enable participants to implement these tools, techniques and models in the context of specific research applications.
Faculty
UNSW Business School

Study Level
Research

Indicative contact hours
4

Timetable
Visit timetable website for details
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<tr>
<th>Course Code</th>
<th>UOC</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM8003</td>
<td>6</td>
<td>Advanced Qualitative Research Design and Methods</td>
</tr>
<tr>
<td>INFS4887</td>
<td>6</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>COMM4002</td>
<td>6</td>
<td>Quantitative Research Methods</td>
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<tr>
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<td>Qualitative Research Methods</td>
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Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
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