Cover Sheet: Request 10466

Quantitative Research Methods & Data Analysis (DBA)

Info

Process	Course|New|Ugrad/Pro
Status	Pending
Submitter	Lee,Shawn F shawnlee@ufl.edu
Created	10/2/2015 10:34:22 AM
Updated	10/2/2015 12:16:15 PM
Description	This doctoral-level course introduces multivariate data analysis and mathematical models in Marketing Theory often called Marketing Science. This course covers basic and advanced multivariate data analysis with applications for business, marketing research and consumer behavior. Course reading cover both classic and state-of-the art articles in Marketing Science.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Marketing 011708000	Alba, Joseph W		10/2/2015
No document changes					
College	Approved	CBA - College of Business Administration, Warrington	Mathis, Renee C		10/2/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/2/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 10466

Info

Request: Quantitative Research Methods & Data Analysis (DBA)
Submitter: Mathis,Renee C rcmathis@ufl.edu
Created: 10/2/2015 12:15:37 PM
Form version: 5

Responses

Recommended Prefix: MAR
Course Level : 7
Number : 637
Lab Code : None
Course Title: Quantitative Research Methods and Data Analysis
Transcript Title: Quant Data Analysis
Effective Term : Spring
Effective Year: 2016
Rotating Topic?: Yes
Amount of Credit: 3
If variable, # min : *No response*
If variable, # max: *No response*
Repeatable Credit?: No
If repeatable, # total repeatable credit allowed: *No response*
S/U Only?: No
Contact Type : Regularly Scheduled
Degree Type: Professional
If other degree type, specify : *No response*
Weekly Contact Hours : 3
Category of Instruction : Advanced
Delivery Method(s): On-Campus
Course Description : This doctoral-level course introduces multivariate data analysis and mathematical models in Marketing Theory often called Marketing Science. This course covers basic and advanced multivariate data analysis with applications for business, marketing research and consumer behavior.
Course reading cover both classic and state-of-the art articles in Marketing Science.
Prerequisites : Basic statistics QMB 5303 & QMB 5304 or equivalent and basic college algebra MAC 1140 or equivalent
Co-requisites : NONE
Rationale and Placement in Curriculum : This course specifically designed for the Doctor of Business Administration (DBA) program which is a professional degree offered as a track under the Ph.D. degree. Contact hours: 60; 36 taken in 6 terms in years 1 & 2. This course is a required element of these 36 contact hours. Students in this course will participate in activities both in the classroom and outside of the classroom using a blended learning approach. Out-of-class work will leverage online technologies to support continued discussions of cases, course materials, and application of lecture materials to collaborative learning. This method will provide students with an opportunity in this blended model to make the best use of classroom time. What is blended learning and why is it important? Blended learning is a method of classroom delivery where a portion of the traditional face-to-face instruction is replaced by web-based online learning. The amount of face-to-face instruction replaced by online coursework will vary greatly by instructor, class, discipline, and learning objectives. The Online Learning Consortium - http://onlinelearningconsortium.org (a professional organization dedicated to postsecondary online learning) defines blended learning as a course where 30%-70% of the instruction is delivered online. In their Blended Learning infographic - https://www.knewton.com/blended-learning Knewton defines blended learning as any

situation in which "…a student learns, at least in part, at a brick-and-mortar facility and through online delivery with student control over time, place, path, or pace." For additional information about blended learning at UF, see the research and resources at http://citt.ufl.edu/tools/blended-learning-and-the-flipped-classroom . What is expected of you? You are expected to read and prepare for class prior to attending. You are expected to actively participate in discussions during class, and you are expected to fully engage in online discussions through the course site that will continue and extend the in class activities.

This course is similar to MAR 7626 (Multivariate Analysis) for PhD students. however, the course is targeted toward D.B.A. students. Hence, the course emphasizes research-based profession practice (vs. purely scholarly research), applied research (vs. theoretical research) and rigor (vs. novelty and contribution). The course is more theory-based than a M.B.A. course but stresses theory development less than an advanced PhD research course.

Course Objectives : *To introduce different methods for multivariate data analysis
*To explain how to match multivariate techniques with research objectives
*To test the assumptions and interpret the results of a multivariate analysis
*To understand the issues in the estimation and validation of a multivariate analysis
*To understand research employing various multivariate techniques

Course Textbook(s) and/or Other Assigned Reading: REQUIRED - Multivariate Data Analysis, 7th edition by Joseph F. Hair, William C. Black, Barry J. Babin, Rolph e. Anderson, Prentice-Hall: Upper Saddle River, N.J., ISBN: 0138132631. No fees, nowever, access to CANVAS, SPSS, AMOS and Adobe Acrobat Reader are REQUIRED. Internet access is also REQUIRED.

Weekly Schedule of Topics : Section One - Preparing to Apply
Multivariate Analysis

1/29/2016
Ch.l: Overview of Multivariate Methods Multivariate Analysis Note
Ch.2: Examining Your Data & Multivariate Relationships
Multivariate Relationships Notes

1/30/2016
Ch.3:Exploratory Factor Analysis Exgloratory Factor Analysis Note

Section Two- Dependence Techniques
Ch.4: Multiple Regression Multigle Regression Analysis Note

1/31/2016
Ch. S:Multiple Discriminant Analysis Multigle Discriminant Analysis Note
Ch.6: Logistic Regression Logistic Regression Note

4/1/2016 Canonical Correlation Analysis Canonical Correlation Analysis Note

Book Chagter
Ch.7:MANOVA and GLM MANOVA and GLM Note
Ch.8:Conjoint Analysis Conjoint Analys is Note

Section Three -- Interdependence
Techniques
4/2/2016 Ch.9: Cluster Analysis Cluster Analysis Note
Ch.l0: Multidimensional Scaling Multidimensional Scaling Note
Section Four-- Moving Beyond the Basic
Techniques

4/3/2016
Ch.12: Structural Equations Modeling Structural Eguations Modeling Note

Overview

Grading Scheme : 80% I give three announced quizzes throughout the course to encourage students to keep up with the course work. I design quizzed to enhance and reward the mastery of the material from the textbook and class sessions. Quizzes usually emphasize recent lectures but quizzes can contain past material as well. A missed quiz receives zero points There are NO makeup quizzes! Quizzes are on Canvas.

Quiz 1: 01/21/2016 - 01/27/2015
Quiz 2: 03/24/2016 - 03/30/2016
Quiz 3: 04/06/2016 - 04/12/2016
Instructor(s) : Steven M. Shugan
McKethan-Matherly Eminent Scholar Chair and Professor
steven.shugan@warrington.ufl.edu