UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	**Teorija in praksa kvantitativnega raziskovanja**
Course title:	Theory and application of quantitative research

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Doktorski program ekonomskih in poslovnih ved, tretjestopenjski program	Usmeritev Ekonomija in usmeritev Poslovne vede	1.	2.
Doctoral Program in Economics and Business	Economics and Business track	1.	2.

Vrsta predmeta / Course type

Metodološke osnove / Metodological fundations

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Laboratory work	Druge oblike dela	Samost. delo Individ. work	ECTS
25				35	60	4

Nosilec predmeta / Lecturer:

Prof.dr. Marko Pahor

Jeziki / **Languages:**	**Predavanja /** **Lectures:**	Angleški/English
	Vaje / Tutorial:	Angleški/English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisits:

− Opravljene obveznosti pri predmetih skupnega metodološkega jedra. − Poznavanje osnov statistične analize, vzorčenja, verjetnostnih porazdelitev, statističnega sklepanja, linearne regresijske analize, multivariatne analize (na ravni npr. Keller: Statistics for Business and Economics).

The course builds on the methodological core courses common to PhD students of business and economics. Required background knowledge inludes basic statistics, sampling and statistical inference, data collection, linear regression analysis, (e.g. as introduced in Keller: Statistics for Business and Economics).

Vsebina:

Content (Syllabus outline):

Analiza kvantitativnih podatkov:
− Metodološki izzivi pri kvantitativnem raziskovanju
− Pregled kvantitativnih metod
− Multivariatna analiza
    o Analiza glavnih komponent
    o Faktorska analiza
    o Regresijska analiza
    o Razvrščanje v skupine

Quantitative data analysis:
− Methodological challenges of quantitative research
− Inventory of quantitative methods
− Multivariate data analysis
    o Principal components
    o Factor analysis
    o Regression analysis
    o Clustering

Temeljni literatura in viri / Readings:

Steven M. Shugan: In search of Data: An Editorial. *Marketing Science*. Vol 21 (2002), pp 369-377

Walster W.G., Cleary, T.A.: Significance testing as a Decision Rule. *Sociological Methodology*. Vol. 2 (1970), pp 246-254

Jane E. Miller and Yana van der Meulen Rodgers: *Economic Importance And Statistical Significance: Guidelines For Communicating Empirical Research* . Feminist Economics 14(2), April 2008, 117 – 149

Thomas J. Frecka and William S. Hopwood   Source: The Effects of Outliers on the Cross-Sectional Distributional Properties of Financial Ratios. *The Accounting Review*, Vol. 58, No. 1 (Jan., 1983), pp. 115-128

Brewer J.K.: On the power of Statistical Tests in the "American Educational Research Journal". *American Educational Research Journal*, 1972, Vol 9, No 3.

Cilji in kompetence:

Temeljni izobraževalni cilj tega predmeta je študenta usposobiti za izvajanje metodološko primernih in praktično relevantnih raziskovalnih projektov kvalitativne in kvantitativne narave.

Objectives and competences:

This course aims to develop students' abilities to design and carry out methodologically sound and practically relevant empirical research of qualitative nature.

Predvideni študijski rezultati:

Znanje in razumevanje:
Predvideni študijski rezultati:
– Sposobnost praktične uporabe relevantnih pristopov k zbiranju in analizi kvantitativnih podatkov na ravni doktorskega študija.
– Sposobnost uporabe izbranih analitičnih programskih orodij za reševanje praktičnih poslovnih problemov.

Intended learning outcomes:

Knowledge and understanding:
Learning outcomes:
– Ability to apply relevant techniques of quantitative data collection and analysis.
– Enhanced software skills to solve practical business problems.

Metode poučevanja in učenja:

Predavanja, vaje in seminarji. Vse oblike dela vključujejo diskusije izbranih člankov in študij primerov ter krajše študentske predstavitve individualnih in skupinskih domačih nalog.

Learning and teaching methods:

Lectures, in-class and computer lab exercises, seminars. All methods include student presentations and discussions based on student individual and group assignments.

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt) Prispevek k diskusijam, individualne in skupinske domače naloge, projekt kvantitativnega raziskovanja.		Type (examination, oral, coursework, project): Formal evaluation is based on class participation, individual and group assignments, a project of quantitative nature.

Reference nosilca / Lecturer's references:

Prof.dr.Marko Pahor

1. ASSAF, Albert George, KNEŽEVIĆ CVELBAR, Ljubica, PAHOR, Marko. Performance drivers in the casino industry : evidence from Slovenia. International Journal of Hospitality Management. [Print ed.], Mar. 2012, vol. 32, iss. 1, str. 149-154
2. FOYE, James, MRAMOR, Dušan in PAHOR Marko: A Respecified Fama French Three-Factor Model for the New European Union Member States. Journal of International Financial Management & Accounting, 24 (1), str. 3-25.
3. PAHOR, Marko, ŠKERLAVAJ, Miha, DIMOVSKI, Vlado. Evidence for the network perspective on organizational learning. Journal of the American Society for Information Science and Technology. [Print ed.], Oct. 2008, vol. 59, no. 12, str. 1985-1994.
4. FRANCA, Valentina, PAHOR, Marko. Influence of management attitudes on the implementation of employee participation. Econ. ind. democr., 2013
5. ŠKERLAVAJ, Miha, DIMOVSKI, Vlado, MRVAR, Andrej, PAHOR, Marko. Intra-organizational learning networks within knowledge-intensive learning environments. Interact. learn. environ., 2008, 24 str.