



Faculty of Management and Finance
Bachelor of Business Administration Honours in Human Resource Management
Degree Programme
Course Unit Information Sheet

Course Code		HRM 41523			
Course Name		Data Analysis for Research			
Semester		4000 Level - Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 Hours	30	75 Hours	
Course Description					
This course is designed to provide knowledge pertaining to analysing data, interpreting the results, and presenting the findings. It discusses key concepts of data analysis while providing practical exposure to the use of statistical procedures and software to analyse, interpret, and draw conclusions on various business phenomena.					
Intended Learning Outcomes				PLO Alignment	
At the end of the course unit, the student shall be able to,					
1. Describe concepts, models, and techniques of data analysis.				1	
2. Determine the most appropriate data analysis technique to address a research question.				10, 15, 19	
3. Apply statistical software to analyse data and derive appropriate statistics.				2, 5, 18, 19	
4. Interpret statistics derived from statistical software.				11, 24,	
5. Apply findings to real-world research scenarios to contribute to the advancement of knowledge.				8, 10, 18, 19,	
Course Content				Hours	ILOs
1. Overview of Data Analysis				3	1
2. Data Preparation				3	1,2
3. Selecting Data Analysis Techniques				6	2
4. Hypothesis Testing				6	2, 3
5. Univariate Data Analysis				6	2, 3
6. Bi-variate Data Analysis				6	2, 3
7. Multi-variate Data Analysis				6	2, 3
8. Qualitative Data Analysis Techniques				6	1, 2
9. Interpreting Research Results and Drawing Conclusions				3	4, 5
Teaching Methods					
Lectures, Seminars, Group discussions, and Lab sessions.					
Assessment Methods					
In-course Assessments 30 %		Final Examination	70 %	Total: 100%	

Recommended Reading
1. Field, A. <i>Discovering Statistic using IBM SPSS Statistics</i> . Sage Publication. The latest edition.
2. Pallant, J. <i>SPSS Survival Manual: A step by step guide to data analysis using IBM SPSS</i> . Routledge. The latest edition.
3. Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. <i>Multivariate Data Analysis</i> . Pearson Education Limited. The latest edition.