



Curriculum - 2017

BBA Hons (Human Resource Management) Degree Program

Faculty of Management and Finance

University of Ruhuna

HRM 41403: Data Analysis for Research

Level: 4000

Number of Credits : 03

Course Description

This course is designed to provide knowledge pertain to analyze data, interpret the results, and present the findings. It discusses key concepts of data analysis while providing a practical exposure to use statistical procedure and software to analyze, interpret, and draw conclusions on various business phenomena.

Intended Learning Outcomes

At the end of this course, the student will be able to;

- Describe and differentiate various data analysis techniques,
- Determine the most appropriate data analysis technique to address a research question,
- Apply statistical software to analyze data and derive appropriate statistics,
- Interpret and present statistics derived from statistical software.

Teaching/Learning Methods

Lectures, seminars, group discussions, and lab-sessions

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Overview of data analysis
2. Data preparation
3. Selecting data analysis techniques
4. Hypothesis testing
5. Univariate data analysis
6. Bi-variate data analysis
7. Multi variate data analysis
8. Introduction to qualitative data analysis techniques
9. Interpreting research results and drawing conclusions

Recommended Readings

1. Bryman, A., & Bell, E. (2015). Business Research Methods (4th Ed.) Oxford University Press.
2. Field, A. (2013). Discovering Statistic using IBM SPSS Statistics. (04 th Ed), Sage Publication
3. Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2014). Multivariate Data Analysis, Pearson Education Limited.