BRM 2205 RESEARCH DATA ANALYSIS

**Short** **Description**

It addresses data analysis, interpretation and presentation skills.

Aim

To enable students acquire skills in research data analysis and presentation of research results.

Learning outcome

Students should be able to:

-distinguish between qualitative and quantitative data analysis techniques

-analyze both qualitative and quantitative data

-present research results in a report form

Intellectual, Practical and Transferable skills

Knowledge on quantitative and qualitative research

Skills in analyzing qualitative and quantitative data

Data interpretation and presentation

Skills in project report writing

Teaching and Learning Pattern

By use of lectures, Visits, Library search, student led group presentations and self – directed research guided by the lecturer, Practical

Indicative Content

Qualitative and quantitative research, Analysis of qualitative and quantitative research data, Data analysis and interpretation, Data presentation, Concepts of Quantitative methods, measurements, descriptive statistics

**Assessment** **method**

- Coursework and Examination. Tests, coursework research questions, group work presentations will all constitute coursework marks (30 marks) and final examinations (70 marks). For a student to be allowed to sit the final examination in this course, he/she should have obtained at least 15 out of 30 marks. The pass mark for the course will be 50%.

Indicative sources

* Neuman, WL. 1997. *Social Research methods: Qualitative and quantitative approaches*. 3rd

ed. Boston: Allyn and Bacon.

* Neuman, WL. 2003. *Social Research methods: Qualitative and quantitative approaches*. 5th ed.

Boston: Allyn and Bacon.

* McNeill, P. 1990. *Research methods*. 2nd ed. London: Routledge
* Mbaaga, K.F.M. 1990. Basic Statistics for research