

Course Unit Descriptor

Study Programme: Information Technology Management			
Course Unit Title: Methods for collecting and analyzing business data			
Course Unit Code: OAS216			
Name of Lecturer(s): Associate Professor Zeljko Stojanov, PhD			
Type and Level of Studies: Bachelor Academic Degree			
Course Status (compulsory/elective): Compulsory			
Semester (winter/summer): Winter			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 7			
Prerequisites: None			
Course Aims: Acquiring knowledge and mastering skills and techniques for collecting and analyzing business data, with the goal to apply them in modern business.			
Learning Outcomes: Acquired knowledge will enable students to: master professional terminology, understand different types of business data, look at different sources of business data, apply various methods for collecting and analyzing data, present results of data analysis, and use modern software solutions for data collection and analysis. Students will be trained for practical independent and teamwork, problem solving and presentation of the results of their work.			
Syllabus: <i>Theory</i> Strategies and methods of business research. Planning and designing a business data research study. Types and sources of business data. Methods for collecting data. Quantitative data analysis methods. Qualitative data analysis methods. Mixed data analysis methods. Collecting data on the Internet. Contemporary software solutions for data analysis. <i>Practice</i> Exercises include solving specific tasks and case studies from the thematic areas covered by theoretical lessons. Use of qualitative methods for data analysis. Use of quantitative methods for data analysis.			
Required Reading: 1. Mark N.K. Saunders, Philip Lewis and Adrian Thornhill. Research Methods for Business Students, 6th Edition. Financial Times/ Prentice Hall. 2012. 2. Melissa A Hardy and Alan Bryman. Handbook of Data Analysis. SAGE Publications. 2009.			
Weekly Contact Hours: 4	Lectures: 2	Practical work: 2	
Teaching Methods: Lectures. Illustrative teaching methods. Demonstration teaching methods. Case studies. Research.			
Knowledge Assessment (maximum of 100 points): 100			
Pre-exam obligations	points	Final exam	points
Test I and Test II	40	oral exam	40
Seminar(s)	20		

