## Faculty of Economic, Social and Political Sciences

### POGE2203    Qualitative and Quantitative Data Analysis

[45h] 5 credits

**Teacher(s):**          Marie-Paule Kestemont, Marco Saerens, Marco Saerens (supplée Marie-Paule Kestemont), Alain
                         Vas, Alain Vas (supplée Marie-Paule Kestemont)
Language:                French
Level:                   Second cycle

## Aims

" To be able to constitute a complete qualitative research concerning management issues, starting from various documentary
sources and interviews, in a coherent and well-argued way
at theoretical and methodological levels;
" To be able to make decisions on the basis of quantitative information, and to assess accurately the performances of the
mobilized models.

## Main themes

" A Presentation of qualitative data analysis methods, in particular categorical, inductive, structural methods, #
" A Presentation of quantitative data analysis methods, in particular scoring methodology and classification;
" Reading texts containing data analysis methods;
" Exercises in appropriation by a group work, in analysing methods of qualitative and quantitative materials collected
personally or placed at the disposal;
" Initiation to professional data analysis software such as Atlas-TI, SAS/JMP and R.

## Content and teaching methods

Content
" The critical analysis of data sources and types in management sciences; clear identification of the context in which the data
were collected; assessment of the validity of the data (external as well as internal):
o Secondary data: reports, statistics, web, #
o Primary data: interviews, surveys, #
" The study of data analysis methods, with a focus on the interpretation of the results; in particular content analysis,
classification, scoring methodology :
o Qualitative data: content analysis, case study, projection and facilitation methods, structural analysis, #
o Quantitative data: clustering, factorial and projection methods, decision trees, logistic regression, #
" A discussion on which method to use in function of the problem at hand and the available data.
Methods
A combination of lectures, practical exercises and a project dealing with real data.
The course is divided in two modules: Qualitative data analysis (Alain Vas) and quantitative data analysis (Marie-Paule
Kestemont et Marco Saerens).

**Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)**

Prerequisite : A course in multivariate statistical analysis
Evaluation : Projects reports by group
Support : Book chapters provided to the students
References :
" Duda, Hart & Stork (2001), "Pattern classification, 2nd ed". John Wiley & Sons.
" Bardos (2001), "Analyse discriminante. Application au risque et scoring financier. Dunod.
" Miles, M. B., & Huberman, A. M. (1994), "Qualitative Data Analysis: An Expanded Sourcebook". Thousand Oaks: Sage Publications.
Pedagogic team: Marie-Paule Kestemont, Marco Saerens, Alain Vas

**Programmes in which this activity is taught**

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| ECGE3DS/MK | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (marketing) |

**Other credits in programs**

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| ECGE3DS/MK | Diplôme d'études spécialisées en économie et gestion (Master in business administration) (marketing) | (5 credits) | Mandatory |
| IAG22M | Deuxième année de maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion") | (5 credits) | Mandatory |
| IAG22M/PM | Deuxième année de maîtrise en sciences de gestion (Création d'entreprise) | (5 credits) | Mandatory |
| INGE22/G | Deuxième Ingénieur de gestion (Générale) | (5 credits) | Mandatory |
| INGE22/PM | Deuxième Ingénieur de gestion (Création d'entreprise) | (5 credits) | Mandatory |