

Faculty of Economic, Social and Political Sciences



POGE2203 Qualitative and Quantitative Data Analysis

[45h] 5 credits

Teacher(s): Marie-Paule Kestemont, 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

Other credits in programs

ECGE3DS/MK	Diplôme d'études spécialisées en économie et gestion (Master (5 credits) in business administration) (marketing)	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