COURSE DATA

Data Subject	
Code	35828
Name	Qualitative data analysis
Cycle	Grade
ECTS Credits	4.5
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	51 - Optatividad Dirección Comercial	Optional

Coordination

Name	Department
DE CASTRO PARDO, JAVIER	10 - Economic Analysis

SUMMARY

Qualitative Data Analysis course is taught in the first semester of the fourth year of the Bachelor in Business Administration. The general framework is the Quantitative Methods module. The course is offered at the first semester and is not compulsory. The total workload is 4.5 ECTS.

Usually, the students should have pass the course Econometrics, taught in third year. In third year there were introduced, at the compulsory Econometric course, the basic econometric concepts and analyzed in detail the mechanics, estimation, potential uses and limitations of the linear regression model, then the main objectives of the course are two: 1) to develop further the econometric concepts and tools introduced in the course Econometrics taught at third year 2) introducing a series of econometric models and estimation methods appropriate for estimating economic relations in which the dependent variable is qualitative.

Organisations have to take decisions on which depends their own future. At the same time, organisation generates more and more data increasing the amount of information that can help to support their decisions. Obviously, to use the vast amounts of information have to be able to treat it and interpret it with appropriate quantitative techniques and methods to interpret the information and to decrease the uncertainty facilitating the decision making.

The focus of the course is mainly applied, putting the emphasis on the usefulness of different econometric models to analyze, estimate and predict economic and business phenomena.

The essential content of the course focuses on the specification of a set econometric models appropriate to analyze and test hypotheses about phenomena of interest with qualitative data involved. Among the models discussed are linear probability model, Logit and Probit models, multiple response models, count models and Tobit models.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prerequisites. However, it is recommended that the / the student / to possess a minimum knowledge of Mathematics, Statistics and Econometrics, all subjects taught in previous courses.

OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Demonstrate oral and written communication skills in the native language.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Be able to learn autonomously.

- Be able to adapt to new situations.
- Show creativity.
- Be able to understand and use the different quantitative and qualitative methods to reason analytically, evaluate results and predict economic and financial parameters.
- Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.
- Be able to make decisions under certainty and uncertainty environments.
- Be able to apply analytical and mathematical methods for the analysis of economic and business problems.
- Know the basic techniques, methods and instruments linked to behaviour analysis.
- Be able to define, solve and present complex problems systemically.
- Be able to relate the different elements that interact in the decisions of individuals.
- Be able to express oneself in formal, graphic and symbolic languages.
- Be able to plan, organise, control and evaluate the implementation of business strategies.

LEARNING OUTCOMES

• Be able to perform an adequate analysis and assessment of the problems.

• Apply appropriate techniques of analysis for each case presented.

• Make projections and inferences of different variables and to develop scenarios

• Master the different methods and techniques of qualitative / quantitative analysis and possible limitations

DESCRIPTION OF CONTENTS

1. Introduction

2. Linear Probability Model.

3. Logit and Probit Models.

4. Multiple Response Model.

5. Count Data & Tobit models.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	22,50	100
Classroom practices	22,50	100
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	5,50	0
Preparation of practical classes and problem	12,00	0
TOTAL	**112,50**	

TEACHING METHODOLOGY

The teaching methodology for this subject will include the following activities:

- Lectures to introduce main theoretical topics.
- Practical activities in the classroom with individual or team work for problem solving and study cases, including applications and presentations.
- Student's supervised independent work based on report reading and analysis and problem solving. These tasks will involve individual and team work.
- Personal study and tests.

EVALUATION

Subject's competences will be evaluated by using the following procedures:

1.- Written exam, with theoretical and practical items;

2.- Evaluation of the practical activities developed by the student(s), as well as the production of reports and works and their corresponding (oral) presentations;

3.- Continuous assessment of students, based on their participation and implication in the course.

The written exam is mandatory and student must obtain a minimum of 40% of the maximum score for this test to pass the course. This exam accounts for 70% of the final grade.

Attendances and participation, as well as the development of the activities established by the professor will determine the remaining 30% of the final mark of the subject

REFERENCES

Basic

- La bibliografía básica consta de materiales confeccionadas por los profesores de la asignatura y puesta a disposición de los alumnos
- Wooldridge, J.M. (2006) Introducción a la Econometría. Un enfoque moderno. 2ª edición. Thomson Paraninfo.
- Gujarati, D.N., y Porter, D.C. (2010). Econometría. 5ª edición. McGraw-Hill.
- Cabrer B., Sancho A. y Serrano G. (2001). Microeconometría y decisión. Ed. Pirámide

Additional

- Greene, W.H. (1999). Análisis Econométrico. 3ª edición. Prentice Hall
- Novales A. (1993). Econometría. 2ª edición. McGraw-Hill.
- Wooldridge, J. (2002): Econometric analysis of cross section and panel data, Second Edition. MIT Press