



UNIVERSIDADE LUSÍADA
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Course Unit Program
Quantitative and Qualitative Data Analysis

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL ANALYSIS

3. Cycle

2nd

4. Course Unit

Quantitative and Qualitative Data Analysis (N3102)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Practical classes:	0,00
Theoretical-Practical Classes	15,00
Tutorial Guidance:	20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor RICARDO MANUEL DE MAGALHAES PINHEIRO ALVES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Understanding of methodological aspects and main research practices in HRM. This objective fits into a growing need for articulation between research and practice. Ability to analyze and process quantitative and qualitative data.

15. Specific Objectives

- Make students aware of the validity of researcher skills;
 - Develop ability to choose and adapt different methodological techniques to different research objectives
 - Promote analytical skills and processing of quantitative and qualitative data using computer programs such as SPSS and MAXQDA
 - Deepen fundamental statistical concepts.
- Apply and interpret data analysis techniques appropriate to the formulated research questions.

16. Skills to be acquired

- Design research;
- Design, plan, implement and evaluate intervention programs
- Collect data;
- Register data;
- Analyze and process quantitative and qualitative data
- Analyze data and interpret results.



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17. Teaching Methodology

Lectures accompanied by discussion of practical cases directly involving prior preparation and presentation by the students. Access to quantitative and qualitative data processing software (SPSS and MAQDA).

18. Course Unit Program

1. The scientific method. Ethical issues and research.
2. Review of basic concepts of research methodology. Positivist and phenomenological or interpretive approaches.
3. Research planning, literature review.
4. Secondary and primary data. Primary data collection methods (interviews, questionnaires, surveys, case studies, experimental)
5. Statistical analysis and types of sampling
6. Data: measurement scales
8. Qualitative methodologies for analysis and data processing: content analysis and inductive method ("grounded theory")
9. Discussion of cases
10. Brief introduction to the computer packages to support the curricular unit.
11. Formal aspects of research presentation

19. Assessment Methods

Assessment will be done through class presentations and respective report, as well as a final written exam.

20. Didactic Resources

Use of practical cases, interactive methods, multimedia material and papers on the subject, including software manuals.

21. Sustainability Objectives

The curricular unit aims to contribute to sustainability in the following areas:

- 1 - Ensure equal access to quality technical, professional and cultural education.
- 2 - Substantially increase the number of young people and adults with relevant qualifications, including technical and professional skills, for employment, decent work and entrepreneurship.
- 3 - Guarantee equal opportunities in university education, including for people in vulnerable situations.

22. Keywords

Research methodology
Quantitative methods
Qualitative methods
Data collection
Analysis



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23. Main Bibliography

Author(s): Jorge F. S. Gomes e Francisco Cesário
Title: Investigação em Gestão de Recursos Humanos
Edition: Year: 2014
Local: Portugal
Publisher: Escolar Editora

Author(s): M. Ronald Buckley, Anthony R. Wheeler and Jonathon R. B. Halbesleben
Title: Research in Personnel and Human Resources Management
Edition: Year: 2018
Local: USA
Publisher: Emerald publishing

Author(s): Creswell, John
Title: Research Design Qualitative and Quantitative Methods Approaches
Edition: 2^a Year: 2003
Local: USA California
Publisher: Sage Publications

24. Complementary Bibliography

Author(s): Pinto, Ricardo Ramos
Title: Introdução à Análise de Dados com recurso ao SPSS
Edition: 3^a Year: 2010
Local: Lisboa
Publisher: Edições Sílabo

Author(s): Stahl, G & Bjorknen, I.
Title: Handbook of Research in International Human Resource Management
Edition: Year: 2006
Local: USA
Publisher: Edward Elgar Publishing



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor RICARDO MANUEL DE MAGALHAES PINHEIRO ALVES
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