



UNIVERSIDADE LUSÍADA
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Course Unit Program
Quantitative and Qualitative Data Analysis

Academic Year 2024/2025

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 Human Resources Management. 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
 - Deepen fundamental statistical concepts.
- Apply and interpret data analysis techniques appropriate to the formulated research questions.

16. Skills to be acquired

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

18. Course Unit Program

- 1 - Research
 - 1.1 - The scientific method.
 - 1.2 - Research methodology. Positivist or phenomenological approaches.
 - 1.3 - Research planning
- 2 - Data collection and analysis
 - 2.1 - Data collection methods
 - 2.2 - Data measurement and presentation
 - 2.3 - Statistical analysis
 - 2.4 - Correlation and regression
 - 2.5 - Qualitative methodologies for analysis and data processing
- 3 - Formal and practical aspects of research presentation and discussion

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 case studies, interactive methods, multimedia material and papers on the subject.

21. Sustainability Objectives

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

- 1 - Access to a technical, professional and cultural education of quality.
- 2 - Improve the relevant qualifications for employment and entrepreneurship.
- 3 - Increase opportunities for students.

22. Keywords

Research methodology
Quantitative methods
Qualitative methods
Data collection
Data 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): Michael Armstrong
Title: Armstrong's Handbook of Human Resource Management Practice
Edition: 11^a Year: 2009
Local: USA
Publisher: Kogan Page

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): António Pedro Costa, António Moreira e Patrícia Sá (coord.)
Title: Reflexões em torno de análise de dados - Metodologias de Investigação
Edition: 1^a Year: 2021
Local: Aveiro
Publisher: Universidade de Aveiro



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ANÁLISE DE DADOS QUANTITATIVOS E QUALITATIVOS': Academic Year 2024/2025
Autor / Author	Prof. Doutor RICARDO MANUEL DE MAGALHAES PINHEIRO ALVES
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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