



MACKENZIE PRESBYTERIAN UNIVERSITY
Social and Applied Sciences Centre
Graduate Program in Business Management

TEACHING PLAN

Graduate Program: Business Management		
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
Discipline: Quantitative Research in Organizations and Management		Discipline code: ENST54570
Professor: Diógenes de Souza Bido and Silvio Popadiuk		DRT: 1123289 1098010
Workload: 32h	Credits: 2	<input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Elective
Syllabus: Logic and process of the quantitative research and its major constituents. Construction of data collection instruments. Data collection techniques. Measurement of latent variables. Validity and reliability. Forms of relationship between variables. Multivariate quantitative data analysis.		
Assessment Criteria: Weekly exercises (60%); final report (40%).		
Bibliography: BARON, R. M.; KENNY, D. A. The Moderator-Mediator Variable Distinction in Social Psychological Research: conceptual, strategic, and statistical considerations. Journal of Personality and Social Psychology , v.51, n.6, p.1173-1182, 1986. CHA, E.; KIM, K.H.; ERLÉN, J.A. Translation of scales in cross-cultural research: issues and techniques. Journal of Advanced Nursing , v.58, n.4, p.386-395, 2007. CHANG, S-J; van WITTELOOSTUIJN, A.; EDEN, L. Common method variance in international business research. Journal of International Business Studies , v.41, p.178-184, 2010. COHEN, J. Statistical Power Analysis for the Behavioral Sciences . 2nd ed. New York: Psychology Press, 1988. HAIR JR., J. F.; ANDERSON, R. E.; TATHAM, R.L.; BLACK, W. C. Análise multivariada de dados . 6ª Ed. Porto Alegre: Bookman, 2009. HAIR JR., J. F., HULT, G. T. M., RINGLE, C. M., & SARSTEDT, M. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) . Thousand Oaks, CA: Sage Publications, Inc., 2014. JARVIS, C.B.; MACKENZIE, S.B.; PODSAKOFF, P.M. A critical review of construct indicators and measurement model misspecification in Marketing and Consumer research. Journal of Consumer Research , v.30, n.2, p.199-218, set. 2003. KLINE, R.B. Principles and practices of structural equation modeling . 2nd Ed. New York: The Guilford Press, 2005. NETEMEYER, R.G; BEARDEN, W.O.; SHARMA, S. Scaling Procedures: issues and applications . Thousand Oaks: Sage Publications, 2003. PETT, M. A.; LACKEY, N. R.; SULLIVAN, J. J. Making sense of factor analysis . California: Sage Publications, 2003. SEKARAN, U.; BOUGIE, R. Research Methods for Business: a skill-building approach . 6th ed. Chichester, West Sussex: John Wiley, 2013. 423 p.		