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Quantitative Methods The Quantitative Methods programme is written by David Targett, Professor of Information Systems at the School of Management, University of Bath and formerly Senior Lecturer in Decision Sciences at the London Business School.

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Quantitative Analysis for Business Decision Making 9 of poor business performance are actual root causes. Hypothesis testing is akin to problem-solving with data, rather than relying on intuition only, and increases the likelihood that the manager will select the best option when resolving an important business issue.

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or quantitative values. 3.2 Descriptive Statistics Descriptive statistics are often used to describe variables. Descriptive statistics are performed by analyzing one variable at a time (univariate analysis). All researchers perform these descriptive statistics before beginning any type of data analysis.

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Dr. Patrick Murphy School of Mathematical Sciences

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ba 545 " quantitative methods for business decisions 1. Discuss those factors that would lead a manager to consider statistical quality Discuss those factors that would lead a manager to consider statistical quality

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MBA 5652, Research Methods 1 Course Learning Outcomes for Unit IV Upon completion of this unit, students should be able to: 1. Discuss the importance of research-based decision making in a company. 1.1 Summarize how quantitative methods of research aid in the decision making of a discipline. 3. Explore quantitative research methods. 3.1 Describe specific quantitative methods that could be used ...

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