



## **PhD in Entrepreneurship and innovation**

### **Quantitative Methods (basic)**



<b>Title</b>	Quantitative Methods (basic)
<b>Credits</b>	<b>8</b>
<b>Level</b>	PhD Class
<b>Scientific Field</b>	SECS-P/08 - Management
<b>Semester</b>	I semester
<b>Year</b>	1
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<b>Venue</b>	Università degli Studi di Napoli Parthenope

## SYLLABUS

### Course topics

The course focuses on the main basic methodologies for conducting quantitative research in the social sciences and more specifically in entrepreneurship and innovation studies. In particular, the topics of the course are:

- differences between quantitative and qualitative research;
- areas of application, advantages and limitations on the application of quantitative methodologies to the study of social phenomena and more specifically of entrepreneurship and innovation;
- direct measuring instruments and secondary data sources;
- basic statistical methodologies: descriptive analysis, classification methods, correlation analysis, analysis of linear causal relationships, analysis of moderation factors, analysis of the factors of mediation, analysis of causal links hierarchy;
- use of software for basic statistical analysis.

### Aims

The course aims to:

- enable students to understand the scope and the limits of the application of quantitative methodologies to the development and testing of theories in the social sciences and more specifically in studies on entrepreneurship and innovation;
- develop in students the ability to identify, with respect to a research problem, the critical aspects to solve in order to tackle the problem through quantitative methodologies;
- allow students to design research based on the main basic quantitative methodologies;
- develop in students the ability to understand the technical aspects of paper based on quantitative basic methodologies;
- develop in students the ability to design tools for the detection of quantitative data;
- develop in students the ability to use statistical software to carry out the main basic analyses.



### **Teaching materials**

The course is based on articles of international scientific journals that will be made available through electronic sharing systems and on statistical software indicated by the teachers according to the specific analytical methodologies covered by the course.

### **In itinere evaluation methods**

The course includes a series of intermediate tasks, which will allow teachers to evaluate student performance.

### **Final test**

The final exam will consist in the drafting of a "minimal paper" related to the methodological design and to the analysis of data realized using the methodologies object of the course.

### **Teaching methods**

The course involves the use of different teaching methods aimed at maximizing the level of student participation and the level of interaction between students and with the teacher: flipped class, peer to peer evaluation, team working, active training. To this end, the classroom sessions will be mainly devoted to the discussion of the concepts and methods learned or to laboratory / training activities on statistical analysis tools, while the learning activity will take place through individual study, led by the teachers, of the teaching materials provided.

### **Teaching language**

Italian and English