



LCDB7011 QUANTITATIVE RESEARCH METHODS – ASSIGNMENT BRIEF

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ASSESSMENT BRIEF 1

**Submission due
on 26/5/2026**

Student name:		Student ID number:	
Programme:	Doctor of Business Administration		
Module:	Quantitative Research Methods		
Module code:	LCDB7011	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Dr Helen Lee	Internal Verifier:	Dr Caroline Jawad
Assignment Title:	Project Report	Word count (or equivalent):	7,500 words
Submission deadline:	26 May 2026	Return date of provisional marks & written feedback:	26 June 2026 (To be confirmed)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		

HOW TO STRUCTURE YOUR QUANTITATIVE RESEARCH ASSIGNMENT

Cover Page

- Your Name
- Module Title
- Date



COVER

LEARNING OBJECTIVES

Understand the
structure of the
assignment

Learn how to
choose a
research

Learn how to
choose a
research

Learn SPSS
basics for data
entry and
analysis

ASSIGNMENT OVERVIEW

- 9 key tasks
 - Covers proposal, literature review, methodology, data analysis, findings, and reflection
-

TASK 1 – DESKTOP SEARCH FOR A TOPIC SELECTION

Pick a own topic
of your interest



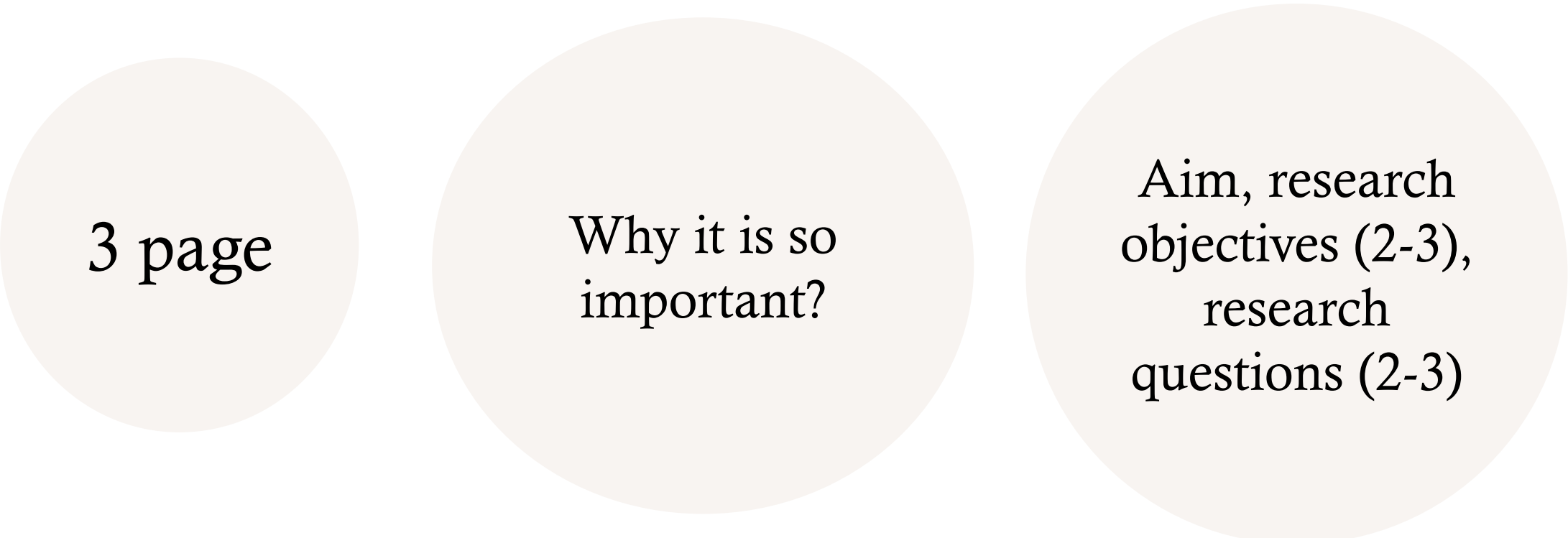
Measurable with
quantitative data



Example : Social
Media and
Buying behaviour

**TASK 2 – PREPARE YOUR
PROPOSAL AND SEND IT TO
YOUR LECTURER**

TASK 3 – WRITE A RESEARCH PROPOSAL



3 page

Why it is so
important?

Aim, research
objectives (2-3),
research
questions (2-3)

EXAMPLE

Aim: To examine how social media marketing influences student buying behaviour

Objectives:

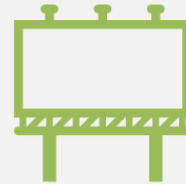
1. To investigate time spent on social media

2. To assess relationship between ads and purchases

SAMPLE RESEARCH QUESTIONS



1. How often do students engage with social media marketing?



2. Does it influence their purchase decisions?

TASK 4 – LITERATURE REVIEW



- Review academic sources



- Explain theory and key ideas



- Write hypotheses

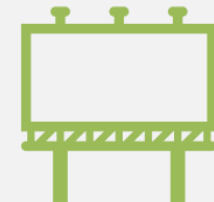


- Draw a conceptual framework

HYPOTHESIS WRITING EXAMPLE

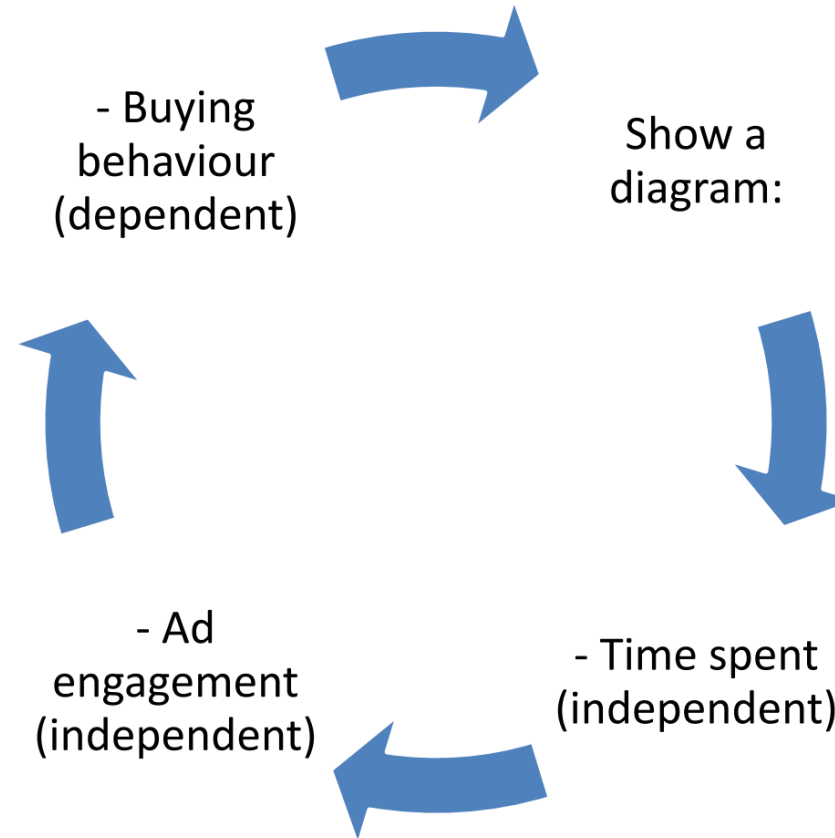


1. How often do students engage with social media marketing?



2. Does it influence their purchase decisions?

Conceptual Framework



EXAMPLE

TASK 5 – QUANTITATIVE RESEARCH METHODOLOGY



- Explain quantitative approach



- Describe sample (e.g. 100 students)



- Use Likert scale questions



- No fieldwork unless you can collect data quickly

SPSS DATASET PREPARATION

Use

- Use scale provided in class

Enter

- Enter your variables in SPSS

Use

- Use consistent coding (e.g., 1 = Strongly Disagree to 5 = Strongly Agree)

TASK 6 –DATA ANALYSIS



- Use SPSS for:



- Descriptive stats



- Reliability test
(Cronbach's Alpha)



- Correlation and
regression

Reliability by
Cronbach's Alpha

- Measures
scale
reliability

- Value
should be $>$
0.7

CORRELATION & REGRESSION

Correlation & Regression

- - Correlation: measures relationship
- - Regression: tests how one variable predicts another

TASK 7 – FINDINGS AND CONCLUSIONS



- Max 3 pages



- Describe key findings



- Link back to objectives and hypotheses



TASK 8 – REFLECTIVE ESSAY

- Max. 3 pages
 - What have you learnt
 - Do you think quantitative methods fit into your DBA studies ?
 - Explain your answers with example
-

Sample Reflection – YES



- I liked the clear answers from SPSS



- Numbers helped prove my ideas



- I will use surveys in my DBA

Sample Reflection – NO

- I prefer stories and opinions

- Numbers feel limiting

- I may use qualitative methods instead

Task 9 – Referencing

1

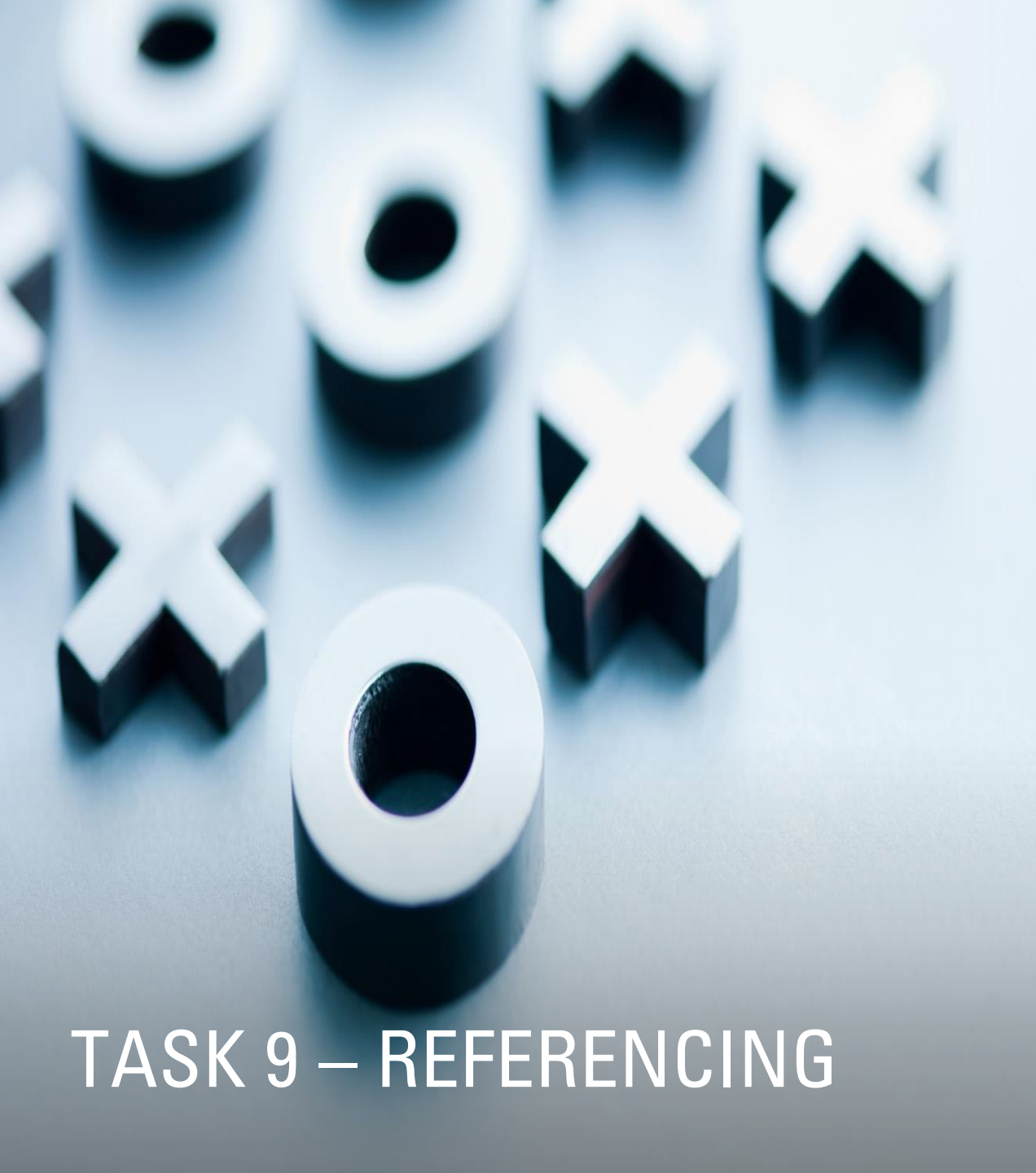
- Use Harvard style

2

- Cite all sources properly

3

- List them alphabetically at the end



TASK 9 – REFERENCING

Example References

Smith, L. (2020). Social Media's Influence on Consumer Behaviour...

Lee, M. and Kim, J. (2021). Digital Marketing and the Youth Market...

WHAT YOU NEED TO INCLUDE IN YOUR FINAL REPORT

- - Title page
- - Abstract
- - Introduction
- - Literature Review
- - Methodology
- - Data Analysis
- - Findings
- - Reflection
- - References



- Have you followed the structure?



- Is Harvard referencing used?



- Did you answer your research questions?



- Did you analyse your data properly?

CHECKLIST BEFORE YOUR FINAL SUBMISSION

TIPS

Choose - Choose a simple, measurable topic

**Don't
leave** - Don't leave SPSS till last!

Use - Use class materials and ask questions

EXTRA SUPPORT



- USE LIBRARY FOR
JOURNALS



- ASK LECTURER
FOR FEEDBACK



- WATCH SPSS
TUTORIALS ONLINE