

Empirical Methods in Management, People, and Information

Title of module / classification (basic or advanced studies)	Empirical Methods in Management, People, and Information
Name of professor	Prof. Dr. Marina Fiedler
Frequency of module availability / duration of module	Every semester 1 semester
Module content	<p>The lecture focuses on the different empirical methods in the fields of Management, People, and Information. In its course, the following questions are covered:</p> <ul style="list-style-type: none"> • Which methods are available to empirical management research? • What types of data are there? How are they collected? • How can experiments be implemented and conducted? • How can this data be evaluated using statistical analytical software (SPSS)? • Which methods of evaluation are available? • How are descriptive, bi-, and multivariate methods of analysis conducted with the software? What must be considered in the process? • How can the results be interpreted? • How can data analysis be conducted in a self-executing manner? <p>The lecture will be held in a computer lab and its interactive concept aims to enable the students to practice their new-found knowledge immediately using concrete examples and gather their first empirical experience.</p> <p>Further information on the lecture will be available on StudIP at the start of the lecture.</p>
Skills the module seeks to convey	<ul style="list-style-type: none"> • Becoming familiar with the functions of statistical software. • Understanding different statistical methods and instruments • Approaching independent empirical work • Approaching necessary skills for mastering future challenges in advanced studies

Teaching Methods	<ul style="list-style-type: none"> • Interactive classroom teaching • Individual and group practice problems
Prerequisites	This modul is directed towards students, who are planning their thesis at the Chair of Management, People and Information.
Purpose of the module within its area as well as for other modules and areas of study	This modul should be done in the second half of bachelor studies (4th semester). Please relate to your "Prüfungsordnung" depending the participation requirements. It is suitable for all studies, which would like to offer their students experiences in this field. Creditability depends on the "Studienprüfungsordnung"

Composition of the workload:		
Types of instruction: Hours/	Week	LP / ECTS
Lectures	4	
Total	4	5
Composition of the workload (in hours of 180 minutes, for 8 weeks per semester)		
	In-class time	Revision and study time
Lecture	30	45
Type of exam/ requirements for being awarded credit points	Writing an empirical assignment	
Weight of individual performance in the overall grade	Written assignment: 100%	
Special activities (e.g. online part, excursions, guest lectures etc.)	The students have the possibility to immediately implement what they have learned on the computer independently.	

Recommended reading (text books, study guides, literature)	Bühl, Achim (2010): PASW 18, 12. Auflage, Pearson Studium, München. Backhaus, Klaus, Erichson, Bernd, Plinke, Wulff, Weiber Sarstedt, Marko; Mooi, Erik (2011): A concise guide to market research, Springer, Berlin. Wolf (2008): Multivariate Analysemethoden, Springer, Berlin, Heidelberg.
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