Empirical Methods for Masters in Management, People, and Information

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| Title of module / classification (basic or advanced studies) | Empirical Methods for Masters in Management, People, and Information |
| Name of professor | Prof. Dr. Marina Fiedler |
| Frequency of module availability / dura- tion of module | Every semester 1 semester |
| Module content | The lecture focuses on the different empirical methods in the fields of Management, People, and Information. In its course, the following questions are covered:* Which methods are available to empirical man- agement research?
* What types of data are there? How are they col- lected?
* How can experiments be implemented and con- ducted?
* 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 structural equation modeling be conducted?
* How can the results be interpreted?
* How can data analysis be conducted in a self- executing manner?

The lecture will be held in a computer lab and its interac- tive concept aims to enable the students to practice their new-found knowledge immediately using concrete exam- ples and gather their first empirical experience.Further information on the lecture will be available on StudIP at the start of the lecture. |
| Skills the module seeks to convey | * Becoming familiar with the functions of statistical software.
* Understanding different statistical methods and in- struments
* Approaching independent empirical work
* Approaching necessary skills for mastering future challenges in advanced studies
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| Teaching Methods | * Interactive classroom teaching
* Individual and group practice problems
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| 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 course can be counted for “Grundlagen” as well as for “Vertiefung” in the area of “International Management und Marketing” It is suitable for all studies, which would like to offer their students experiences in this field. Creditability depends on the “Studienprüfungsordnung” |

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| Composition of the workload: |
| Types of instruction: Hours/ | Week | LP / ECTS |  |
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| Lectures | 4 |
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| Total | 4 | 5 |
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| Composition of the workload (in hours of 180 minutes, for 8 weeks per semester |
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|  | In-class time | Revision and study time |
| Lecture | 30 | 45 |
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| Type of exam/ requirements for being awarded credit points | Writing an empirical assignment |
| Weight of individual performance in the overall grade | Written assignment: 80%Presentation: 20% |
| Special activities (e.g. online part, excur- sions, guest lectures etc.) | The students have the possibility to immediately imple- ment what they have learned on the computer independ- ently. |
| 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. |