

Statistics						
Module Code	Workload	Credits	Semester	Frequency of Module	Duration	
	90 hrs.	3	2	Only winter semester	1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Statistics		a) English	a) 33,75 hrs.	a) 56,25 hrs.	a) 30
2	<p>Learning Outcomes</p> <p>After successful participation in the module the students</p> <p>Knowledge (1) ... are able to outline and present the main statistical methods required for the analysis of multivariate data in actual business settings. ... are able to outline and present the main assumptions and procedures needed to perform statistical tests (e.g. statistical inference) about unknown population parameters using survey data.</p> <p>Comprehension (2) ... are able to understand, describe, and explain the advantages and disadvantages of alternative multivariate statistical methods in terms of data, time and computational requirements and their applicability to specific business situations. ... are able to understand, describe, and explain the most common and relevant difficulties that arise when using statistical methods for the analysis of business and marketing problems, rendering such methods useless or inconclusive.</p> <p>Application (3) ... are able to apply and use multivariate statistical methods with the help of modern statistical software, recognizing the potential caveats of specific data-intensive research designs.</p> <p>Analysis (4) ... are able to assess the suitability of alternative multivariate methods for the statistical analysis of specific business and marketing situations.</p> <p>Synthesis (5) ... are able to develop an adequate strategy in order to perform, revise and modify a simple data analysis using modern statistical software.</p> <p>Evaluation (6) ... are able to evaluate and criticize basic empirical findings in current academic research on actual managerial and marketing problems.</p>					
3	<p>Individual Component Content</p> <p>a) - Review of data sources and descriptive statistics - introduction to advanced statistical software</p>					

	<ul style="list-style-type: none"> - interval estimation - hypothesis tests - simple and multivariate linear regression - time series regression and forecasting - multivariate methods in marketing - cluster analysis - factor analysis - conjoint analysis - multidimensional scaling - applications in selected industries
4	Teaching Methods a) Lecture / Practical
5	Prerequisites Successful completion of the Module Social Research Methods
6	Methods of Assessment a) Graded Assessment 1K (Written Exam) (3 LP)
7	Applicability of Module Business Management and Psychology B.A. (BMP)
8	Person Responsible for Module Studiendekan
9	Reading List (Core Texts and Recommended Texts) a) Anderson, D. R., D. J. Sweeney and T. A. Williams (2012). Contemporary Business Statistics, 4th Edition. Cengage. Doane, D. P. and L. E. Seward (2012) Applied Statistics in Business and Economics. 4th Edition. McGraw-Hill. McDaniel, C. and R. Gates (2012) Marketing Research. 9th Edition. Wiley. Stock, J. H. and M. W. Watson (2012) Introduction to Econometrics. 3rd Edition. Pearson.

¹ This graded assessment is only considered passed when all components of the assignment have received a minimum grade of "adequate", (4.0).