

Module description

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Valid as of:

Module number:

BBW 40603

Module name:

Methods and Failures in Applied Empirical Socioeconomic Research / Methoden und Irrtümer der betriebswirtschaftlichen Umfrageforschung

Scope of module:

4 contact hours per week

Credits:

5 CP

Weighting of the grade in the overall grade:

$(5 \text{ CP} / 150 \text{ CP}) \cdot 0.75$

Responsible:

Prof. Dr. Akkerboom

Degree programme:

BBW

Semester:

4th semester

Module available:

Every semester

Duration of the module:

1 semester

Type of module:

Optional compulsory

Examination:

Written examination (approx. 1/3 to 1/2) which can be substituted by an academic or project paper

Requirements:

Business statistics

Applicability of the module for other degree

programmes: The module is available in the following degree programmes: Bachelor of Business Administration

Skills to be acquired:

Students acquire a wide-ranging basic professional qualification as well as statistical methodology and research competence. They acquire the ability to apply, present and explain basic insights, lines of argumentation and interpretations of the descriptive and inferential statistics when carrying out company surveys.

Module description



Valid as of:

Module content:

The module focuses on the correct application and interpretation of basic steps in empirical business-related project work. Attention is paid to methodological, statistical and content-related errors in empirical economic and social research. Practical SPSS skills for the implementation of methodologically based steps ("For which question is which SPSS method suitable, which requirements must be met, how do I carry it out, how do I interpret the results?").

Total workload and composition:

60 hours attendance time / 15 hours literature studies / 45 hours learning groups / 30 hours subsequent work and examination preparation

Module part a:

Methods of empirical socioeconomic research

Lecturer:

N.N.

Type of course:

Seminar

Language:

German, learning survey in English

Contents:

The basic methodological terms, methods and quality criteria for evaluation of secondary data or for its acquisition, preparation and evaluation of primary data from company survey research are explained in connection with the SPSS data records in module part b and on the basis of a learning survey:

- The empirical research cycle ("Planning and control model" for survey-supported information acquisition);
- Various survey types and standard evaluation of secondary data;
- Coding of qualitative survey types and outstanding questions;
- Technical and content-related aspects of questionnaire design and testing the validation of the acquisition instrument by means of preliminary tests;
- Concepts, operationalisation, preliminary testing and the execution of a small survey in English (e.g. a culture-specific "C3-Test" for determination of the "Cross-Cultural Competence" of "sojourners" from other cultures in Germany);
- Recapitulation of the main methods of descriptive statistics (evaluation catalogue);
- Quality of statistical data and results as well as their conclusive and comprehensible presentation.

Literature used:

Compulsory:

Akkerboom, H.: Wirtschaftsstatistik im Bachelor. Grundlagen und Datenanalyse, current edition
Raab-Steiner, E./Benesch, M.: Der Fragebogen. Von der Forschungsidee zur SPSS/PASW-Auswertung, current edition

Supplementary:

Burns, A. C./Bush, R. F.: Marketing Research, current edition
Doser, S.: 30 Minuten für interkulturelle Kompetenz, current edition
Fowler, F. J. Jr.: Improving Survey Questions. Design and Evaluation, current edition
Fowler, F. J. Jr.: Survey Research Methods, current edition
Klein, H.-M.: Cross-Culture - Benimm im Ausland. Internationale Businessetikette. Länderbesonderheiten, current edition
Schutt, R. K.: Investigating the Social World. The Process and Practice of Research, current edition

Module description



Valid as of:

Special factors:

Module part b:

Preparation and evaluation of empirical data with SPSS (statistics)

Lecturer:

N.N.

Type of course:

Seminar

Language:

German, written report on the results of the learning survey in English

Contents:

Practical SPSS applications – mainly with specified data records and finally with the results of the learning survey from module part a – are presented and practised in groups with the topics:

- Using the user interface of SPSS;
- Standard evaluation and (also graphic) presentation of secondary data;
- The path from questionnaires to the SPSS system and output file:
 1. Coding and preparation of qualitative primary data (for example from Excel);
 2. Technical and content-related preliminary tests of the concept questionnaire for the learning survey from module part a
 3. Input, import, export, (re)calculation, structuring, selection and other methods for verification and preparation of the data (for example using the learning survey as an example);
 4. univariate and bivariate data evaluation (for example using the learning survey as an example);
 5. Processing of the results including compilation and interpretation of diagrams as well as export of the tables and graphics to Word and PowerPoint (using the learning survey with a written report as an example);
- (Optional) use or programming of the SPSS syntax

Literature used:

Compulsory:

Akkerboom, H.: Wirtschaftsstatistik im Bachelor. Grundlagen und Datenanalyse, current edition
Raab-Steiner, E./Benesch, M.: Der Fragebogen. Von der Forschungsidee zur SPSS/PASW-Auswertung, current edition

Supplementary:

Bühl, A.: SPSS 20. Einführung in die moderne Datenanalyse, current edition

Special factors: