

Georg-August-Universität Göttingen		6 C 2 WLH
Module M.WIWI-BWL.0118: Survey Research		
Learning outcome, core skills: After successful participation in the seminar, students have acquired in-depth knowledge of the whole process of a survey research project, including survey design, implementation, and statistical analyses. Further, students are knowledgeable of the theoretical foundations as well as practical application of statistical methods, including ANOVA, simple regression, multiple regression, and moderated/ mediated regression. This enables students to conduct and analyze survey results by using statistical software, such as R. In addition, students can conduct empirical research projects, e.g. as part of a master thesis, according to scientific standards.		Workload: Attendance time: 28 h Self-study time: 152 h
Course: M.WIWI-BWL.0118.Sem Survey Research (Seminar) <i>Contents:</i> Seminar, including lectures of statistics/ survey methodology theory, guided practical work using statistical computer programs, moving from simpler statistical analyses, to more complex. After this, students decide on a statistical model, and then build an empirical paper, in the style used in established management journals.		2 WLH
Examination: Presentation (approx. 15 minutes) with written elaboration (max. 7000 words) M.WIWI-BWL.0118.Mp: Survey Research Examination prerequisites: Regular attendance		6 C
Examination requirements: <ul style="list-style-type: none"> • Demonstration of an in-depth knowledge of how to conduct a scientific research project. • Demonstration of an advanced understanding and the ability to apply scientific research standards and methods. • Demonstration of an in-depth knowledge of survey design and implementation as well as the ability to collect, analyze, and systematically interpret quantitative data. 		
Admission requirements: none	Recommended previous knowledge: Basic statistical and R programming knowledge	
Language: English	Person responsible for module: Prof. Dr. Fabian Jintae Froese	
Course frequency: every winter semester	Duration: 1 semester[s]	
Number of repeat examinations permitted: twice	Recommended semester: 1 - 3	
Maximum number of students: 20		