

<b>Georg-August-Universität Göttingen</b>		6 C 2 WLH
<b>Module M.WIWI-BWL.0139: Discrete Choice Modeling</b>		
<p><b>Learning outcome, core skills:</b> Discrete choice modeling deals with analyzing choice behavior of individuals (consumers, firms, etc.) as a function of variables that describe the choice alternatives and/or the individuals.</p> <p>After successful attendance the students will understand the methodological principles of discrete choice modeling.</p> <p>Further, they will be able to estimate own discrete choice models using the statistical programming language R.</p>		<p><b>Workload:</b> Attendance time: 28 h Self-study time: 152 h</p>
<p><b>Course: M.WIWI-BWL.0139.C Discrete Choice Modeling (Lecture with integrated exercises)</b> <i>Contents:</i></p> <ul style="list-style-type: none"> <li>- Brief introduction to R</li> <li>- Random Utility Theory</li> <li>- Collecting Choice Data <ul style="list-style-type: none"> <li>• Choice-based Conjoint</li> <li>• Consumer Purchase Data</li> </ul> </li> <li>- Analyzing Choice Data <ul style="list-style-type: none"> <li>• Multinomial Logit (MNL) Models</li> <li>• Generalized Extreme Value Models</li> <li>• Finite Mixture and Mixed MNL Models</li> <li>• Hierarchical Bayesian MNL Models</li> </ul> </li> </ul>		2 WLH
<p><b>Examination: Term Paper (max. 6000 words)</b> M.WIWI-BWL.0139.Mp: Discrete Choice Modeling</p>		6 C
<p><b>Examination requirements:</b> A self-conducted empirical project. Students will be provided with empirical data, but are welcome to analyze own projects. Students are advised to use the statistical programming language R, but can be allowed to use different statistics software in exceptional cases.</p> <p>Theoretical, methodological and empirical elaboration of a selected topic in discrete choice modeling.</p>		
<p><b>Admission requirements:</b> none</p>	<p><b>Recommended previous knowledge:</b> Probability theory and distributions, Hypothesis testing, (Logistic) Regression analysis  Previous knowledge in R is not required</p>	
<p><b>Language:</b> English</p>	<p><b>Person responsible for module:</b> Prof. Dr. Yasemin Boztug</p>	

<b>Course frequency:</b> each winter semester	<b>Duration:</b> 1 semester[s]
<b>Number of repeat examinations permitted:</b> twice	<b>Recommended semester:</b> 2 - 4
<b>Maximum number of students:</b> 25	