

Module		Qualitative and Quantitative Methods	
Module Number	218		
Exam Number	218		
Course Frequency	Summer Semester		
Duration	1 Semester		
Module Structure	<p>The module consists of the following units:</p> <ul style="list-style-type: none"> - Unit 1: Qualitative Methods - Unit 2: Quantitative Methods 		
Contact Hours per Week	4		
Teaching and Learning Forms	<p>2 SWS Seminar 2 SWS Project Work / Case Studies</p>		
ECTS Credit Points	5		
Workload	<p>150 hours</p> <ul style="list-style-type: none"> - Attendance time in courses: 56 hours - Self-study: 94 hours 		
Module Responsibility	Prof. Dr. Alena Bleicher, Prof. Dr. Theo Berger		
Prerequisites for Participation	The specific conditions for participation of the individual units are presented in their descriptions.		
Target Competencies	<p>Students will become familiar with so called qualitative and quantitative research approaches and methods in empirical research in social sciences.</p> <p>This module thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism 		
Examination and Course Achievement	The primary form of examination is the project work.		

Unit 1		Qualitative Methods	
Unit Number	219		
Exam Number	218		
Course Frequency	Summer Semester		
Duration	1 Semester		
Contact Hours per Week	2		
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies		
Language	English		
Prerequisites for Participation	Basics of statistics At least English Level B1 (Common European Framework of Reference for Languages)		
Content	<p>Students are familiarised with the interpretative-reconstructive research approach of empirical social research. Teaching content is largely based on English-language scientific publications.</p> <p>Teaching contents are:</p> <ul style="list-style-type: none"> - Epistemological foundations of the interpretative-reconstructive paradigm of empirical social research. - Case construction and sampling in qualitative social research. - Data sources of qualitative research. - Methods of data collection (e.g. narrative interviews, focus group interviews, observation). - Methods of data analysis (e.g. qualitative content analysis). - Technical tools and methodological approaches to data collection, processing and analysis (e.g. transcription methods, software for transcription and qualitative data analysis). - Quality criteria of qualitative research. 		
Target Competencies	<p>The students understand the approach of empirical reconstructive, qualitative social research. They are able to construct a case and select data in order to answer a research question in the interpretive paradigm. Furthermore, they acquire skills to collect data e.g. by carrying out semi-structured interviews and to prepare these data for analysis (e.g. transcription). They are able to apply a method of qualitative data analysis and interpretation. The students know technical tools that support data collection, processing, analysis and evaluation. They know the quality criteria of qualitative social research and how to apply them.</p>		

Unit 1	Qualitative Methods
	<p>This unit thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQF) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	<p>The examination for this unit is carried out at module level and is described in more detail there.</p>
Basic Literature	<p>Belk, Russell W.; Fischer, Eileen; Kozinets, Robert V. (2013): Qualitative Consumer & Marketing Research. Los Angeles: Sage.</p> <p>Berenson, M. L.; Levine, D. M.; Szabat, K. A.; Stephan, D. (2020): Basic Business Statistics: Concepts and Applications. Pearson.</p> <p>Fahrmeier, L., Heumann, C.; Künstler, R.; Pigeot, I.; Tutz, G. (2016): Statistik (8. Auflage). Berlin: Springer.</p> <p>Flick, Uwe; Kardorff, Ernst von; Steinke, Ines (Hg.) (2010): A companion to qualitative research. Repr. London: Sage.</p> <p>Kuckartz, Udo (2014): Qualitative text analysis. A guide to methods, practice & using software. Los Angeles: Sage.</p> <p>McClave, J. T.; Benson P. G.; Sincich, T.: Statistics for business and economics, Thirteenth edition, global edition. Harlow; Munich: Pearson, 2018.</p> <p>Przyborski, Aglaja; Wohlrab-Sahr, Monika (2008): Qualitative Sozialforschung. Ein Arbeitsbuch. 1. Aufl. München: Oldenburg.</p> <p>Studenmund, A. H.: Using Econometrics -- A Practical Guide, 7th ed. Boston: Pearson, 2016.</p>

Unit 2		Quantitative Methods
Unit Number	220	
Exam Number	218	
Course Frequency	Summer Semester	
Duration	1 Semester	
Contact Hours per Week	2	
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies	
Language	English	
Prerequisites for Participation	Basics of statistics At least English Level B1 (Common European Framework of Reference for Languages)	
Content	<p>This part of the course "Quantitative Methods" deals with the formulation of statistical hypothesis tests and the in-depth analysis of the linear model.</p> <p>Quantitative methods are presented and statistical significance of test decisions will be assessed. State-of-the-Art approaches are critically evaluated and discussed via applied case studies.</p> <p>The course follows a hands-on approach with a focus on implementation, interpretation and validation of statistical results. This is supported by the use of common software packages (such as Excel, R or SPSS).</p> <p>The course content comprises:</p> <ul style="list-style-type: none"> - Fundamentals of probability theory - Introduction to the formulation of statistical hypothesis tests - Introduction the linear regression model - Quantitative methods in practice: An in-depth discussion on dependencies and causalities 	
Target Competencies	<p>The central competence goal is the independent evaluation and implementation of statistically based economic decisions. For this purpose, critical statistical thinking and the evaluation of different statistical models and methods are developed. Accompanying project work offers students the opportunity to apply statistical concepts to typical decision-making situations in companies. The business implications of statistical techniques are developed in the course. The students have the opportunity to deepen what they have learned by means of assignments and projects.</p>	

Unit 2	Quantitative Methods
	<p>In detail</p> <ul style="list-style-type: none">- the formulation of statistical working hypotheses- the selection of suitable statistical models- the independent execution, adaptation and interpretation of hypothesis tests <p>will be developed.</p> <p>Students will be able to critically discuss quantitative dependencies, distinguish them from causalities and identify adequate approaches to solving evaluation problems.</p> <p>This unit thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none">- Knowledge and understanding- Use, application and creation of knowledge- Communication and cooperation- Scientific self-perception / professionalism
Examination and Course Achievement	The examination for this unit is carried out at module level and described in more detail there.
Basic Literature	<p>Auer, B. R.; Rottmann, H.: Statistik und Ökonometrie für Wirtschaftswissenschaftler, 4. Auflage. Berlin: Springer, (2020)</p> <p>Fahrmeier L.; Heumann C.; Künstler R.; Pigeot I.; Tutz G. (2016): Statistik (8. Auflage). Berlin: Springer</p> <p>McClave, J. T.; Benson, P. G.; Sincich, T.: Statistics for business and economics, Thirteenth edition, global edition. Harlow; Munich: Pearson, 2018.</p> <p>Studenmund, A. H.: Using Econometrics -- A Practical Guide, 7th ed. Boston: Pearson, 2016.</p>