

Syllabus Methods in Management Winter Term 2025/26

Topics:

This module deals with the principles, methods, and tools of empirical analysis in business administration. It provides an overview of the key concepts of empirical methods in management research, and introduces selected approaches in greater detail, drawing on real-world examples.

Students will learn to identify suitable approaches to answer business-related questions, as well as to critically assess extant empirical analyses. Students will also learn the principles of various statistical methods. During the tutorials, students will apply these approaches and statistical methods to concrete tasks.

The course starts with an introduction to systematic literature reviews. The second part, focusing on collecting primary data, covers basics and applications of experimental research as well as collecting primary data through surveys, especially regarding important choices in survey design. Particular focus will be put on the measurement of unobservable concepts (e.g., brand image, customer satisfaction, and service experience), which is of great concern in behavioral research. Students will also gain an overview of fundamental methods for validating and processing corresponding measures in empirical research. Furthermore, students will gain insights into company projects and recent field research of the Institute for Marketing. The third part covers the use of secondary data in business research. After an introduction to secondary data, descriptive statistics, regressions and quasi-experimental methods are covered using real-world data.

The course language is English.

Specific Parts:

- 1 Systematic Literature Reviews (Institute for Marketing)
- 2 Experimental Research: Basics & Applications (Institute for Market-based Management)
- 3 Gathering Primary Data (Institute for Marketing)
- 4 Latent Variable Modeling (Institute for Marketing)
- 5 Research Insights (Institute for Marketing)
- 6 Secondary Data & Descriptive Statistics (Professorship for Managerial Accounting)
- 7 Regressions & Quasi-Experimental Methods (Professorship for Managerial Accounting)

Target group:

Master students (M.Sc.)

Course Type:

Lecture, tutorial

Lecturers:

Prof. Dr. Dr. h.c. Marko Sarstedt (co-ordination), Prof. Dr. Manfred Schwaiger, and Prof. Dr. Ivo Schedlinsky

Cycle:

Winter Term

Hours per Week:

2 (lecture), 2 (tutorial)

Grading:

Written exam (120 minutes)

Credits:

6 ECTS in P1 (Fundamentals in Management) – PSTO 2018

6 ECTS in P1 (Fundamentals in Management) – PSTO 2024

Course Aims:

Students will gain a broad, basic understanding and knowledge of key methods in empirical management research. This course will be the first step regarding the knowledge and choice of methods for students' own research (Master's thesis).