



PhD-Management ,Multivariate Business Statistics' (in English)

2 SSt, 5 ECTS, WS 2018/19, Course Nr.: 390016

Tuesday 15:00-16:30 s.t., SR 4

Ao. Univ.-Prof. Dr. Heribert Reisinger

Aims

- Understanding the principles of selected multivariate business statistics techniques
- Realising how to use these techniques in scientific work
- Applying the techniques in a practical data analysis project

Target Group: Students of the PhD-Management

Registration: Online via u:space

Organisation

The course consists of three parts. In the **first part**, the theoretical principles of selected multivariate techniques are presented by the instructor. Since not all the material can be covered, careful reading of the relevant chapters in the textbooks is necessary. This part ends with a written examination. In the **second part**, the participants are expected to present a scientific article in which one or more multivariate techniques are used (mid-term presentations). In the **third part**, the participants conduct a practical data analysis project with a given data set. For data analysis, the SPSS package is used. The written seminar papers have to be handed over to the instructor one week before the end-term presentation by the latest.

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| 2.10. | Theory – Introduction |
| 9.10. | Theory – Factor Analysis |
| 16.10. | Theory – Cluster Analysis (& Topic Assignment for Mid-term presentation) |
| 13.11. | Theory – Multiple Regression |
| 20.11. | Theory – Logistic Regression |
| 27.11. | Written examination & Introduction data analysis project |
| 4.12. | Mid-term presentation (article) |
| 11.12. | Mid-term presentation (article) |
| 8. 1. | Reserve |
| 15. 1. | End-term presentation (project) |
| 22. 1. | End-term presentation (project) |
| 29. 1. | End-term presentation (project) |

Literature

- Hair, J.F.Jr., Babin, B.J., Anderson, R.E., Black, W.C. (2018): Multivariate Data Analysis, 8th ed., Cengage (7th ed.: Hardcover 2010, Kindle 2013, Paperback 2014)
- Iacobucci, D., Churchill, G.A.Jr., (2018): Marketing Research – Method. Foundations, 12th ed., CreateSpace
- [Supplement: Tabachnik, B.G., Fidell, L.S. (2019): Using Multivariate Statistics, 7th ed., Pearson]
- [Supplement: Backhaus, K. et al. (2016): Multivariate Analysemethoden, 14. Aufl., Springer]

Assessment

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|-----------------------------------|------------|
| ✓ Written examination | 30 Percent |
| ✓ Mid-term presentation (article) | 20 Percent |
| ✓ End-term presentation (project) | 20 Percent |
| ✓ Course paper | 30 Percent |

Attendance in all units is a requirement for grading. For a positive grade, at least 50 percent are necessary.