

***The latest findings from university research
now also for non-students and without long-term commitment!***

**EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT**



**UNIVERSITÄT
DES
SAARLANDES**

Anyone who runs a successful business must be able to identify the latest trends and interpret the data they generate. Learn from experienced professors at the university level in our continuing education course

Data Analysis

Ideal for:

- **Practitioners who want to identify opportunities and weaknesses**
- **Companies that want to efficiently manage bottlenecks**
- **All those who want to further their education in the field of data analysis**

Benefit from the latest insights from science and practice taught by lecturers who are leading the way:



Prof. Dr. Dirk Temme
Schumpeter School of Business and Economics
Wuppertal

Contact us by phone on 0681 302-2553 or register directly at <https://www.eiabm.de/en/certificates/> for our course "Data Analysis" from 14 to 17 February 2024 (9.00am-6.00pm each day) at the European Institute for Advanced Behavioural Management (EIABM) at Saarland University.

Please find more information on the course and lecturers on the following pages.

„Data Analysis“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

When?

The workshop in English will take place from **14-17 February 2024** daily from 9.00am-6.00pm on the Saarbrücken campus.

How and Where?

You can register directly with us until 09.02.2024, we are happy to answer your calls by phone, virtually or in presence on campus, the course will also take place on the premises of the EIABM on the Saarbrücken campus:

Your Contact Person:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

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Saarland University

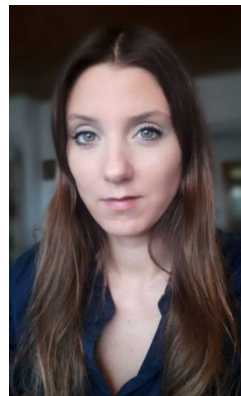
EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

<https://www.eiabm.de/en/certificates/>



Why?

Take advantage of the opportunity to continue your education at university level with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€.

The course meets the requirements for claiming educational leave !

„Data Analysis“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

Qualification Objectives: After participating in this course, students should be able to:

- understand the probabilistic foundations of hypothesis testing and inference;
- select appropriate statistical techniques according to the research question addressed;
- describe the concepts of presented statistical techniques as well as their scopes, objectives and underlying assumptions;
- understand the various steps and decisions involved in the application of analysis methods;
- read, interpret, and communicate the statistical findings;
- master statistical software for multivariate data analysis.

Content: This course focuses on various multivariate statistical methods used in analysing quantitative data for effective managerial decision making in fields like marketing or management. At the beginning, participants will be introduced to the basics of hypothesis formulation and testing. Next, the lectures cover techniques for multivariate dependence and interdependence analysis. Topics include analysis of variance, linear regression, and logistic regression (analysis of dependence) as well as cluster analysis and exploratory/confirmatory factor analysis (analysis of interdependence). Computer sessions (including exercises/case studies) using the statistical software SPSS will help participants to appropriately apply the data analysis methods covered in the lectures to “real world” problems.

Lecturer:

Prof. Dr. Temme teaches at the University of Wuppertal at the Chair for Methods of Empirical Economic and Social Research. He gives seminars on topics such as empirical management and marketing research with a focus on data collection and data analysis or “Advanced Methods in Structural Equation Modeling”.

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