Europa-Institut,

Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from university research **without** a degree and **without** long-term commitment!

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 university level in our continuing education course Data Analysis.

DATA ANAYLSIS

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

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT

UNIVERSITÄT
DES
SAARLANDES

„Data Analysis" at Europa-Institut, Department of Economics at Saarland University

When and where?

The certificate course in English takes place 12 to 15 February 2025 as a block course from Wednesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

How?

You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

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

Participation fee per course is 849€. The course meets the requirements for claiming educational leave!
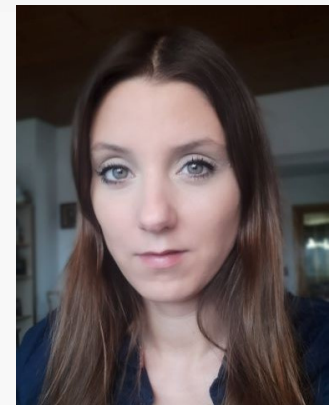
Your contact person:
Julia Senni, M.A.
Programme Manager

Phone: +49 (0) 681 / 302 – 2553
Email: info@mba-europe.de
Saarland University
EIABM / Europa-Institut
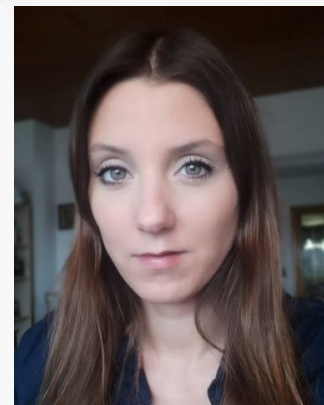Campus, Building A5.4
 1st floor, room 1.07
66123 Saarbrücken
https://www.eiabm.en/certificates/

„Data Analysis" at Europa-Institut, Department of Economics at Saarland University

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 and linear regression (analysis of dependence) as well as exploratory and 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".

Your contact person:
Julia Senni, M.A.
Programme Manager
Phone: +49 (0) 681 / 302 – 2553
Email: info@mba-europe.de
Saarland University
EIABM / Europa-Institut
Campus, Building A5.4
1st floor, room 1.07
66123 Saarbrücken
https://www.eiabm.en/certificates/

UNIVERSITÄT DES SAARLANDES
AKKREDITIERTER STUDIENGANG
UdS QUALITÄTSPASS