

- Faculté des sciences économiques
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Quantitative Methods in Management (5EN2024)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	Voir ci-dessous	6
Master of Science en innovation	Cours: 4 ph	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante

Chargé d'enseignement : Dr. Michael Puntiroli Institute of Management, Rue A.-L. Breguet 2, CH-2000 NEUCHATEL email: michael.puntiroli@unine.ch Phone : +41 (0)32 718 19 48 Office R.167: available by appointment

Contenu

The course will cover the following topics:

- Why Data is valuable
- Experimental designs and research questions
- Data Cleaning and Robust Statistics
- Correlations, t-tests and ANOVAs
- Data-driven techniques such as Factor Analysis and Clustering
- Statistical matching techniques to create a control group
- Linear Regressions, Moderation, Mediation, and Simple regression models

Forme de l'évaluation

Continuous evaluation through the handing-in of exercises based on the topics treated in class (20%).
Project based evaluation based on a semester-long ongoing group project (20%).
Two-hour written final exam during the winter session (60%).

Retake exam: two-hour written exam (100%) during the retake session.

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam could be deemed as failed.

Documentation

Articles, data and reports provided by the professor in class.

Pré-requis

Basic statistics and numeracy

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Apply methods discussed in class to real life managerial issues
- Solve managerial issues through use of data
- Interpret findings from quantitative data appropriately
- Choose among different methodological options

Compétences transférables

- Analyse a situation or problem by breaking it down into variables
- Examine data
- Interpret data
- Justify a chosen method or course of action

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