

Evidence-Based Management


Module Number 333122012	Workload 225 h	Credits 7,5 LP	Duration 1 Term	Cycle yearly; summer term
Responsible Faculty Member	Prof. Dr. Lorenz Goette			
Institute	Department of Economics			
Study Program	Title	Character	Study Term	
	Bachelor of Science Volkswirtschaftslehre	Elective: Business Administration	5 th or 6 th	
Learning Outcomes	<p>Understanding, designing and implementing randomized controlled trials (RCTs) in business contexts.</p> <p>Students will be introduced to the existing literature, highlighting methodological aspects of the design of RCTs, the theories that are relevant to design them in different business contexts, and the methods of assessing outcomes.</p> <p>Students will also learn to interpret and present outcomes from RCTs, and to evaluate their validity and generalizability. They will learn how to use quantitative methods in managerial decisions and how to communicate the results.</p>			
Key Skills	English proficiency required for economic issues, analytical skills			
Learning Content	<p>The module reviews the relevant econometric theory. It then introduces design issues of RCTs in business contexts, with a particular emphasis on design choice and power tests to assess the expected precision of the inference possible. The module will also cover relevant behavioral theories for selected business applications. It introduces advanced methods for inference in RCTs. The students will discuss how the often complex results from estimations of outcomes from RCTs can be presented in intuitive ways. All aspects of the methods will be illustrated with various empirical applications.</p>			
Prerequisites for attending	Strong background in econometrics. The course is taught in English. Good working knowledge of English is a prerequisite.			
Course Type	Lecture, Seminar, etc.	Contact time	Workload [h]	
	Lecture and Tutorial in English	3+1	(K) 60 (S) 165	
Examination(s)	Type of Examination	Grades		
	Written exam, questions will be in English, answers can be given in English or German.	yes		
Special Course Achievements	none			
Other	Recommended literature: there is no textbook for the course. The course will be based on research articles.			