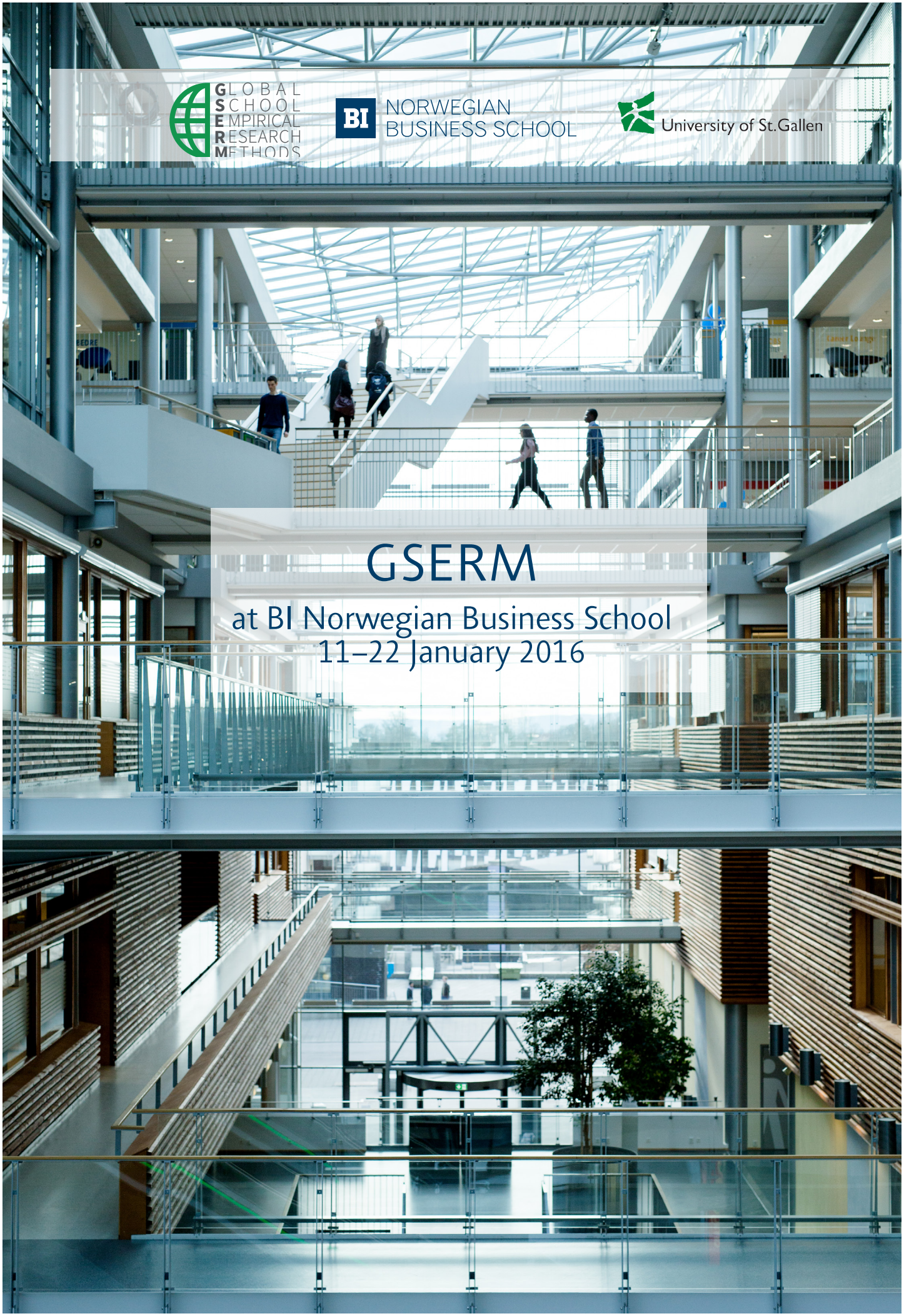
GLOBAL
SCHOOL
EMPIRICAL
RESEARCH
METHODS
BI NORWEGIAN
BUSINESS SCHOOL
University of St.Gallen
GSERM
at BI Norwegian Business School
11–22 January 2016

PhD Winter School in Empirical Research Methods

GLOBAL SCHOOL EMPIRICAL RESEARCH METHODS

The Global School in Empirical Research Methods (GSERM) at BI Norwegian Business School is a joint program offered for the first time by BI and St.Gallen in close cooperation. It is a new and high-calibre 2-week integrated program teaching methodology for PhD students, postdocs and practitioners from leading universities all over the world. The GSERM offers an attractive course-based learning atmosphere on different aspects of empirical research. Participants can choose from different courses (one course per week) offered as block seminars led by internationally renowned lecturers.

DATE: 11 – 22 January 2016

COURSE LOAD: 4 ects credits per course

PROGRAM FEE: CHF 850for one course/CHF 1700 for two courses

ACCOMMODATION: Singel room acomodation at CHF 375 per week.
Detailed information: www.gserm.ch

SERVICES:
Welcome package
Enriching international classes
Networking breakfast every course morning
Course materials included. Must bring own laptop
Transcript from University of St.Gallen (Swiss grading scale)
Sports programme
Social programme
Support of GSERM team

APPLICATION DEADLINE: 30 November 2015
Early bird deadline 15 October 2015. Discount of CHF 100 for two courses / CHF 50 one course
Registrations opens September 2015

ADMISSION REQUIREMENT: Minimal academic background – successfully completed Master Degree

ACADEMIC DIRECTORS:

Professor Dr. Andreas Herrmann
Director Center for Customer Insight
University of St.Gallen

Professor Ulf Henning Olson
Provost and Head of Research and Academic Resources
BI Norwegian Business School

CONTACT INFORMATION:

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CH-9000 St.Gallen, Switzerland
www.gserm.ch
www.bi.edu/phd
gserm@unisg.ch

COURSES:

11 – 15 January 2016

Regression I – Introduction	Basic level	Instructor: Tim McDaniel
Designing and Conducting Experiments in Laboratory	Intermediate level	Instructor: Catherine Eckel and Rick Wilson
Analysis of Mediated and Moderated Effects	Intermediate level	Instructor: Dominique Muller

18 – 22 January 2016

Regression Analysis II	Intermediate level	Instructor: Tim McDaniel
Mixed Methods	Intermediate level	Instructor: Burke R. Johnson
Bayesian Data Analysis	Intermediate level	Instructor: Michael Kalish

BI NORWEGIAN BUSINESS SCHOOL

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