



Spring Term 2021

Personnel and Education Economics: Theoretical and Empirical Analyses Part 1

Syllabus

Module Number: MOEC0052

Lectures: see table below

Lecturers: Prof. Dr. Uschi Backes-Gellner, Dr. Christian Eggenberger, Patrick Lehnert

Entry Exam Date (if applicable¹): Tuesday, February 16th 2021, 16:15 – 16:45

Curricula-Classification: MA: Wahlpflichtbereich BWL 3; MA: Seminare Management and Economics

ECTS-Points: 6.0

Course webpage: <https://www.business.uzh.ch/de/research/professorships/emap/teaching/courses/Spring-Term-2021/meseminar.html>

Contact & Registration: For questions and course registration (please include your CV and current transcript of records, **!!! extended deadline: 07.02.2021 !!!**) contact Patrick Lehnert (patrick.lehnert@business.uzh.ch).

Basic concept und key points of the one-year research project-seminar² Personnel and Education Economics: Theoretical and Empirical Analyses (credit points: 6 ECTS for spring term and 6 ECTS for fall term)

The goal of the first semester (spring term) is

- to review the literature for the research project that students will carry out themselves later,
- to create, under guidance, a theoretical framework,
- to evaluate and prepare available data, and
- to develop project plans.

To participate in the seminar, students have to provide evidence of sufficient knowledge in personnel and education economics by passing the entry exam. The entry exam is waived upon request for students who successfully passed the exam in the course ME1: Personnel Economics. At the beginning of the semester, students will acquire further theoretical knowledge that is specific to the topic of a teamwork project. Also in the first part of the semester, students will acquire the necessary know-how to conduct empirical research projects under guidance. This know-how will be necessary for the second part of the seminar (fall term) and for students' own future research projects. Towards the end of the spring term, students will have to write their own research proposal that provides the theoretical basis for an empirical research project that they strive to pursue in the second semester (fall term). This proposal also includes a detailed project plan for the fall term, including suggestions concerning the data base that students want to use in the second part of the seminar.

In the second part, i.e. the fall term 2021 for those who continue the seminar, the empirical research projects will be carried out in teams of students. Using newest econometric methods, data will be used to test theoretical hypotheses, methodological questions will be discussed, and the results will be interpreted critically with regard to the research question and literature.

For the two parts of the seminar, 6 ECTS points can be earned in each semester, which means that students will have to work approximately 180 hours in each semester. This equals a working time of 22 full working days during the semester, respectively 1-2 full working days per week per semester (during the lecture period). Part 2 of the seminar cannot be taken if part 1 was not finished successfully.

¹ The entry exam is waived upon request for students who successfully passed the exam in ME1: Personnel Economics.

² The first part of the one-year research project seminar can be attended and booked independently of the second part.



Course prerequisites

All bachelor level compulsory courses.

Timetable:

08.12.2020 Information Meeting (online)

31.01.2020 Registration Deadline

Mandatory classes:

16.02.2021 Entry Exam (if applicable) and Paper Writing Tutorial (online)

23.02.2021 Presentation Paper Analysis (online)

30.03.2021 Essay Presentation (online)

04.05.2021 Stata Tutorial 1 (on-site)

11.05.2021 Stata Tutorial 2 (on-site)

18.05.2021 Seminar Paper Presentation (online)

25.05.2021 Stata Tutorial 3 (on-site)

Corona Precautions in Spring Term 2021

As the Stata Tutorials require access to the Stata software, these tutorials will take place on-site. The tutorials will be recorded and the recording will be made available to students who cannot attend for unavoidable reasons. Attendance in the lecture hall is required in accordance with the current protection concepts and with registration by name. Materials are made available online. It is possible to ask questions and discuss online via MS Teams.

The remainder of the seminar takes place online. Materials are made available online. The seminar will be recorded and the recording will be made available to students who cannot attend for unavoidable reasons. It is possible to ask questions and discuss online via MS Teams.

For working on the Stata homework, you have to work on-site in the computer rooms of UZH. The remaining assessments of the module are carried out online.

Course Material

Introductory literature (required reading for entry exam):

Theory:

Lazear and Gibbs (2009): *Personnel Economics in Practice*, Wiley, New York

- Chapter 2: Recruitment (p. 25-46)
- Chapter 3: Investment in Skills (p. 47-80)
- Chapter 4: Managing Turnover (p. 81-106)
- Chapter 11: Career-Based Incentives (p. 293-324)

Basic literature as reference for empirical research (not relevant for entry exam of spring term)

Empirical methods:

Wooldridge (2016): *Introductory Econometrics: a modern approach* (6th ed.), Cengage Learning, Boston.

- Chapter 6.2: More on Functional Form (p. 171-179)
- Chapter 7: Multiple Regression Analysis with Qualitative Information: Binary (or Dummy) Variables (p. 205-242)
- Chapter 14: Advanced Panel Data Methods (p. 434-460)
- Chapter 17.1: Logit and Probit for Binary Response (p. 525-535)

Stata:

(with tips for practical implementation with Stata):

English References:

- Cameron, A. Colin and Trivedi, Pravin K. (2010): *Microeconometrics Using Stata* (Revised Edition). Stata Press, College Station
- <http://www.statalist.org>
- <https://www.stata.com/manuals/u.pdf>



German References:

- Kohler, Kreuter (2016): Datenanalyse mit Stata (5., aktualisierte Auflage), De Gruyter Oldenbourg Verlag, München
 - Kapitel 5: Erstellen und Verändern von Variablen (p. 91-130)
 - Kapitel 9: Einführung in die Regressionstechnik (p. 265-349)
 - Kapitel 10: Regressionsmodelle für kategoriale abhängige Variablen (p. 350-405)
- Hübler (2005): Einführung in die empirische Wirtschaftsforschung, Oldenbourg Verlag, München
 - Kapitel 1 Grundlagen (p. 1-61)
 - Kapitel 2 Klassisches Regressionsmodell (p. 67-164)

WWF Statutory Course Policies

According to WWF study regulations, all exam dates are *final* as published in the VVZ. This means that the (midterm and) final exam date(s) and time(s) are *not negotiable*. It will not be possible to take any exams on different dates.

Check your class schedule for possible *exam conflicts* at the beginning of the semester, as this is your own responsibility. If you want to avoid heavy workload and taking multiple exams in one day you will have to rearrange your class schedule accordingly before the semester starts. Please arrange yourself by taking the respective classes only.

Academic dishonesty in any form will not be tolerated. Anyone caught cheating or engaging in unethical behavior will be reported to the Dean's office according to the guidelines on academic dishonesty set forth by the University of Zurich.

Don't forget to *officially register* yourself using the registration tool (Modulbuchungstool) of the University of Zurich.

Note: The information in this syllabus supports the official information in the electronic university registration tool (VVZ – Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is decisive.