COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Statistical Data Analysis of Survey Using SPSS	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: dr. R. Stasiukynaitė **Other(s):**	Faculty of Economics and Business Administration

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom; online	Autumn semester	English

Requirements for students	
Prerequisites:	**Additional requirements (if any):**

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
This course is designed to promote generic and subject-specific competencies of the Global Business and Economics program and to provide students with specific skills in statistical analysis, primarily focusing on developing familiarity with the most common statistical techniques as well as a deeper understanding of statistical techniques application in management.		
Learning outcomes of the course unit (module)	**Teaching and learning methods**	**Assessment methods**
Students will be aware of factors, which have an impact on research results and will be able to compile, analyze and interpret information.	Lecturing, a study of literature, practical exercises with SPSS software, case analysis, individual tasks	Tests with closed-ended questions, individual practical tasks.
Students will be able to distribute working time and workload for timely individual tasks.		
Students will be able to independently apply statistical technics for the evaluation of differences and relationships for practical analysis of data.		
Graduates will be able to correctly interpret the results of surveys on management and global business issues		

Students will be able to use those results as part of a larger critical thinking process in solving of global business problems.		

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	**Contact hours**	**Self-study hours**	**Assignments**
1. Data (sources, measurement scales, sample). Data editing and preparation for analysis.	2		1					**3**	**12**	Reading literature, practical task
2. Statistical tests.	3		6					**9**	**20**	Reading literature, practical task
3. Analysis of variance (measurement of differences).	1		4					**5**	**16**	Reading literature, practical task
4. Regression analysis.	4		5					**9**	**20**	Reading literature, practical task
5. Factor analysis and its' usage for grouping variables into factors.	1		3					**4**	**20**	Reading literature, practical task
6. Segmentation using cluster analysis	1		1					**2**	**10**	Reading literature, practical task
Total	**12**		**20**					**32**	**98**	

Assessment strategy	Weight,%	Deadline	Assessment criteria
Project	60	End of the semester	Written report on a project detailed in a task (data analysis, interpretation and conclusions).
Exam	40	End of the semester	The exam consists of closed-ended and open-ended questions. Exam must be passed; passing grade is 5.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Field A.	2017	Discovering Statistics Using SPSS.	5th ed.	Sage Publications
Malhotra N. K., Nunan D., Birks D. F.	2017	Marketing Research: An applied approach.	5th ed	Pearson Education Ltd.
Newbold P., Carlson W., and Thorne B.	2013	Statistics for Business and Economics	8th ed.	Pearson
Supplementary reading				
Hair J. F., Black B., Babin B., Anderson R. E., Tatham R. L.	2018	Multivariate Data Analysis.	8th ed	Cengage Learning EMEA
Cronk B.	2017	How to use SPSS statistics: a step-by-step guide to analysis and interpretation		Routledge

Janssens, Wijen, De Pelsmacker, Van Kenhove.	2008	Marketing research with SPSS.	1st ed	Prentice Hall