



# DATA ANALYSIS USING SPSS

Dates & Days: June 14–23, 2014 (Monday, Wednesday, Saturday & Sunday) | Venue: IBA City Campus |  
Timings : 4:00–9:00 pm (Saturday & Sunday) & 6:00 pm–9:00 pm (Monday & Wednesday)

This course aims to provide students, decision makers, managers, researchers and scientists, the practical exposition with tools and techniques of data analysis using SPSS. The workshop is designed to understand the key concepts and methods of statistical analysis required during the conduct of research for thesis/paper or research projects. The workshop will help to understand the techniques for summarizing and presenting data, estimation, confidence intervals, hypothesis testing, comparing groups, measuring associations, seeing relationships and predictive analysis.

The workshop will focus more on understanding of key concepts and statistical thinking, and less on formulas and calculations, which can now be done on statistical software (SPSS). The participants will be provided with their relevant discipline data sets, and they will perform the tests/exercises along with the international resource persons.

## TOPICS COVERED & LEARNING OUTCOMES

### Discovering SPSS

What is SPSS? Understanding its structure & tools. Where to use SPSS? How to use SPSS? Installation and configuration on windows

### Creation of File and Data entry

How to bring different file formats onto SPSS-CSV, EXCEL FILES, MANUAL data entry and coding the variables

### Modification of data and documenting the data

Variable information at a glance-know your variable and data type, Ordering Variables-moving around the variables, How to label, re-name, value and re-code existing variables

### Descriptive Analysis

Descriptive Analysis for Qualitative Data, Descriptive Analysis for Quantitative Data, Tabulation & Numerical Presentation of Data, Measuring the Central Tendency, Measuring Position and Dispersion & Selection of Appropriate Statistical tools for Data Presentation

### Exploratory Data Analysis

Box-and-Whisker Plots, Stem-and-Leaf Displays, Scatter Plot etc.

### Inferential Analysis

Comparing Groups, T-tests, ANOVA, Repeated measurement ANOVA

### Cross tabulation and Measuring Association

Chi-Square Test, Fisher's Exact Test for Nominal Scale Data, Coefficient of Contingency and Crammer's V

### Correlation, Causal and Predictive Analysis

Simple Linear Regression, Multiple Regression, Logistic Regression, Pearson Correlation, Spearman Correlation and Partial Correlation

### Non Parametric Techniques

**SKILL DEVELOPMENT PROGRAM**

*Adding Skills to Experience*

## TRAINER'S PROFILE

### Muhammad Abdus Salam

Mr. Abdul Salam is currently associated with State Bank of Pakistan (SBP) from the last 11 years. Besides this, he is a visiting faculty at IBA Karachi.

He remained involved in teaching of Quantitative Tools for Research, Quantitative Decision Making, Statistics, Statistical Inference, Quantitative Economics, Econometrics, Time Series Modeling and Research Methods through SPSS, STATA and Eviews. He has also an exposure of teaching to the University of London International Programs.

On academic side, he has done M. Phil in Statistics from Government College University Lahore and earned master's degree (MAS) from Applied Economic Research Centre. He has also completed MBA designed for public sector executives from the renowned Asian institute, Institute of Business Administration (IBA).

In addition to academic soundness, he is actively involved in research and an author and Co-author of number of research papers. He has also a vast experience of supervising MS/ MBA level of students in their research projects.



### **Target recipients:**

The course is primarily designed for

- ◆ Researchers/ practitioners/Data Analysts.
- ◆ Financial/Banking sector officials who want to carry out data analysis using SPSS
- ◆ Faculty Members who want to peruse research using SPSS
- ◆ Research Scholars (MPhil/PhD) who want to peruse research using SPSS
- ◆ Researchers of Medical Sciences /R&D Organizations / Social Sector Organization who are actively involved with research projects & requires data analysis.

## **COURSE FEE**

Rs.16,000/-

*(Inclusive of certificates and course manual)*

### **For queries & information:**

**Sumera Muhammad**

Manager, Skills Development Program

Center for Executive Education

Institute of Business Administration.

City Campus Off. Garden Road, Karachi-74400.

Tel: 021-111 422 422; 021-38104700-01 Ext. 1801

Fax: 021 38103008

**Email:** [BE&SDP@iba.edu.pk](mailto:BE&SDP@iba.edu.pk); [smuhammad@iba.edu.pk](mailto:smuhammad@iba.edu.pk)

### **Website**

<http://cee.iba.edu.pk/BEnSDP.shtml>

### **Join us**

<https://www.facebook.com/IbaBusinessenglish>

Registration form and Fee Voucher are available at our website:

<http://cee.iba.edu.pk/BEnSDP.shtml>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

## **SKILL DEVELOPMENT PROGRAM**

*Adding Skills to Experience*