



COURSE (MODULE) DESCRIPTION

Course title	Code
STATISTICAL DATA ANALYSIS OF SURVEY	

Staff	Department
Coordinator: prof. dr. Vytautas Dikčius Other(s):	Management Department, Faculty of Economics

Study cycle	Course type
Second	Compulsory

Form of implementation	Period of implementation	Language of instruction
Classroom	2th semester	English

Requirements for student	
Prerequisites: -	Additional requirements (if any): -

Number of ECTS credits	Student's workload	Contact hours	Individual work
5	136	24	112

Purpose of the subject and competences developed

Generic competences to be developed

- ability to perform academic research
- ability to use acquired knowledge in practice, while working individually or in a team

Subject-specific competences to be developed

- ability to analyze data of a survey using various techniques of statistics

Learning outcomes	Teaching methods	Assessment methods
Students will be aware of factors which have impact on research results.	Lecturing, study of literature	Tests with closed-ended questions
Students will know types of data and will be able to choose proper statistical technics for data analysis.		
Students will understand statistical technics for evaluation of differences and will be able to apply them for practical analysis of data.	Lecturing, study of literature, practical exercises with SPSS software, case analysis, individual tasks	Tests with closed-ended questions, individual practical tasks.
Students will understand statistical technics for evaluation of relations among variables and will be able to apply them for practical analysis of data.		
Students will understand statistical technics for aggregation of variables to factors and will be able to apply them for practical analysis of data.		
Students will understand statistical technics for data segmentation and will be able to apply them for practical analysis of data.		

Course themes	Contact / Individual work: time and assignments								Assignments
	Lectures	Tutorials	Seminars	Practical classes	Laboratory work	Practice	Contact hours	Individual work	
1. Data measurement scales, its differences. Sample size impact on results of a research.	2		1				3	10	Reading of scientific literature, practical task
2. Data coding, editing and preparation for analysis.	1		1				2	10	Reading of scientific literature, practical task
3. Statistical tests for measurement differences.	2		4				6	17	Reading of scientific literature, practical task
4. Usage of analysis of variation for measurement of differences in marketing activities.	2		2				4	17	Reading of scientific literature, practical task
5. Regression and its' usage.	2		2				4	18	Reading of scientific literature, practical task
6. Factor analysis and its' usage for grouping variables into factors.	1		1				2	16	Reading of scientific literature, practical task
7. Segmentation cluster analysis and classifications trees.	1		0.5				1.5	12	Reading of scientific literature, practical task
8. Multidimensional scaling and Conjoint analysis.	1		0.5				3	12	Reading of scientific literature, practical task
Total	12		12				24	112	

Assessment strategy	Share in %	Time of assessment	Assessment criteria
Written task	60	During the exam	Written report (value – 60 points)
Written test	40	During the exam	20 closed-ended questions (valued 2 points each). The final grade consists of the points sum of the written test and evaluations of written task: 92-100 points - excellent, 10 83-91 points – very good, 9 74-82 points - good, 8 65-73 points - average, 7 55-64 points - satisfactory, 6 46-54 points - weak, 5 less than 46 points - failed, minimal requirements are not satisfied, 4, 3, 2, 1.

Author	Published in	Title	Issue No. or Volume	Publishing house or Internet site
Required reading				
Field A.	2013	Discovering Statistics Using SPSS.	4th ed.	Sage Publications

Malhotra N. K., Birks D. F., Wills P. A.	2012	Marketing research.	4th ed	Pearson Education Ltd.
Supplementary reading				
Hair J. F., Black B., Babin B., Anderson R. E., Tatham R. L.	2009	Multivariate Data Analysis.	7th ed	Pearson Education
Janssens, Wijen, De Pelsmacker, Van Kenhove.	2008	Marketing research with SPSS.		Prentice Hall