# GETTING STARTED WITH SPSS STATISTICS

## Introduction to SPSS Statistics

Duration:     10 hours (1.5 day)
Course Fee:   HKD 3,600.00

**Overview:**     Get up to speed in SPSS Statistics quickly and easily in this one and a half day course. The course guides you through the fundamentals of using SPSS Statistics for typical data analysis process. Learn the basics of reading data, data definition, data modification, and data analysis and presentation of your results. See how easy it is to get your data into SPSS Statistics so that you can focus on analyzing the information. In addition to the fundamentals, learn shortcuts that will help you save time.

**Benefits:**     By the end of the course, you will be able to:
- Find, organize, and read data
- Use the data editor
- Examine summary statistics for individual variables
- Modify data values
- Work with crosstabulation tables
- Manage output
- Create and edit charts
- Use the many time-saving features
- Work with multiple-response variables
- Use the help system

**Who Should Attend:**     This basic course is for anyone with little or no experience using SPSS Statistics. Especially useful for those new to using a statistical package for data analysis or to using the SPSS Statistics graphical user interface. Also recommended for those considering purchasing SPSS Statistics.

**DATE:**
| | | | |
|---|---|---|---|
| (Class 1-01): | Thursday January 24, 2013 | & | Friday January 25, 2013. |
| (Class 1-03): | Wednesday March 6, 2013 | & | Thursday March 7, 2013. |
| (Class 1-05): | Monday May 6, 2013 | & | Tuesday May 7, 2013. |
| (Class 1-06): | Thursday June 6, 2013 | & | Friday June 7, 2013. |

**TIME** (1st day):     09:30 - 13:00, 14:00 - 17:00     &     (2nd day):     09:30 – 13:00

## Data Management and Manipulation with SPSS Statistics

Duration:     7 hours (1 day)
Course Fee:   HKD 2,400.00

**Course description:**     In this one-day course you will have a chance to explore the capabilities of SPSS Statistics in more detail.  This course is designed to both complement *Introduction to SPSS Statistics* and serve as a stand-alone for experienced users.  The course will focus on ways to automate your work, manipulate your data files and results, and send your output to other Windows applications.

**Benefits:**     By the end of the course, you will be able to:
- Make advanced data modifications
- Create sophisticated graphics using ChartLooks, templates, and other features
- Edit and create graphics from pivot tables
- Control your operation environment with SPSS options
- Add cases from two files
- Merge files and add variables
- Aggregate data
- Use helpful features such as SPSS Scripts and the SPSS Data Editor

**Who Should Attend:**     Anyone who has worked with SPSS Statistics and wants to become better versed in the capabilities of SPSS Statistics. Anyone who uses SPSS Statistics on a regular basis and wants to know the most efficient and effective ways to use the software.

**DATE:**
| | |
|---|---|
| (Class 3-01): | Monday January 14, 2013. |
| (Class 3-03): | Thursday March 14, 2013. |
| (Class 3-05): | Tuesday May 14, 2013. |
| (Class 3-06): | Friday June 14, 2013. |

**TIME:**     09:00 - 13:00     &     14:00 - 17:00

# STATISTICAL ANALYSIS COURSES

## Statistical Analysis using SPSS Statistics

Duration:     10 hours (1.5 day)
Course Fee:   HKD 4,200.00

**Course description:**     Join us for a practical, application-oriented immersion in the statistical capabilities of SPSS Statistics.  This course covers a range of statistical techniques and their applications and assumptions.  You will learn how to prepare and analyze data using SPSS Statistics and how to interpret you results.  This is an excellent way to ensure that you approach your analysis projects with the expertise necessary to get results that you can use and rely on.

**Benefits:**     By the end of the course, you will be able to:
- Access and prepare data
- Work with dependent and independent variables
- Understand the influence of sample size on analysis
- Check your data for errors and inconsistencies and address missing values
- Describe categorical data and compare groups
- Perform exploratory analysis and work with frequency tables and histograms
- Identify mean differences between groups using single-case, one- and two-factor ANOVA methods
- Understand bivariate plots

**Who Should Attend:**     SPSS Statistics users who want a greater understanding of statistical procedures and applications.

DATE:  (Class 4-01):   Thursday January 10, 2013      &   Friday January 11, 2013.
       (Class 4-03):   Monday March 11, 2013          &   Tuesday March 12, 2013.
       (Class 4-04):   Wednesday April 10, 2013       &   Thursday April 11, 2013.
       (Class 4-16):   Monday June 10, 2013           &   Tuesday June 11, 2013.

TIME   (1st day):      09:30 - 13:00, 14:00 - 17:00   &   (2nd day):      09:30 – 13:00

## Advanced Statistical Analysis using SPSS Statistics

Duration:     14 hours (2 days)
Course Fee:   HKD 5,000.00

**Course description:**     Once you understand the fundamentals of statistics and have mastered them in your work, it's time to learn the more advanced statistical methods and principles available in SPSS Statistics.  This course presents techniques that will enable you to take your work or research to an expert level by fully leveraging the capabilities of your statistical program and enhancing your understanding of statistics and statistical applications.

**Benefits:**     By the end of the course, you will be able to:
- Understand the taxonomy of methods and general approaches
- Perform several variations of discriminant analysis, including two- and three-group procedures
- Make predictions using logistic regression
- Perform survival analysis (Kaplan-Meier)
- Create and profile groups using cluster analysis, including the k-mean procedure
- Using factor analysis and examine correlations
- Understand and use multivariate analysis of variance (MANOVA) and repeated measure analysis of variance (ANOVA)

**Who Should Attend:**     SPSS Statistics users who want an expert understanding of statistical procedures and applications.

DATE:  (Class 5-01):   Thursday January 17, 2013      &   Friday January 18, 2013.
       (Class 5-03):   Monday March 18, 2013          &   Tuesday March 19, 2013.
       (Class 5-04):   Wednesday April 17, 2013       &   Thursday April 18, 2013.
       (Class 5-06):   Monday June 17, 2013           &   Tuesday June 18, 2013.

TIME:                  09:00 - 13:00                  &   14:00 - 17:00

## STATISTICAL ANALYSIS COURSES

### Advanced Techniques: Regression

Duration:       7 hours (1 day)
Course Fee:     HKD 2,520.00

**Course description:**     Regression analysis enables you to make reliable predictions about your research, business, or organization.  This course covers a variety of regression analysis techniques and applications, and helps you learn how to interpret your results for better decision making.  You will also learn the preliminary data analysis steps, including how to check underlying assumptions and how to proceed when your assumptions fail.

**Who Should Attend:**     SPSS Statistics users who want to improve their understanding of regression techniques.  Those who want to know when to use and how to set up regression in SPSS Statistics as well as how to interpret the results.

DATE:   (Class 6-01):    Monday January 21, 2013.
        (Class 6-03):    Thursday March 21, 2013.
        (Class 6-04):    Monday April 22, 2013.
        (Class 6-06):    Friday June 21, 2013.

TIME:                    09:00 - 13:00          &        14:00 - 17:00

### Advanced Techniques: ANOVA

Duration:       7 hours (1 day)
Course Fee:     HKD 2,520.00

**Course description:**     Analysis of variance (ANOVA) techniques enable you to test whether the means of several populations are the same.  In this course, you'll learn about ANOVA techniques and their underlying assumptions, as well as how to use each technique and draw conclusions from your results that can help you make better decisions.  The course also covers several multivariate analysis of variance (MANOV) and analysis of covariance (ANCOVA) topics

**Who Should Attend:**     SPSS Statistics users who want to know how to set up and use the ANOVA features in SPSS Statistics.

DATE:   (Class 7-02):    Thursday February 21, 2013.
        (Class 7-04):    Friday April 19, 2013.
        (Class 7-05):    Tuesday May 21, 2013.

TIME:                    09:00 - 13:00          &        14:00 - 17:00

### Time Series Analysis and Forecasting with SPSS Forecasting

Duration:       12 hours (2 days)
Course Fee:     HKD 4,320.00

**Course description:**     SPSS Forecasting is the add-on module to SPSS Statistics Base that enables you to improve your forecasts using time-series analysis.  SPSS Forecasting features an intuitive, graphical interface that helps you analyze historical information and predict future events.  In this course, you will learn the standard procedures for analyzing time-series data, including how to create forecasts, generate predicted values, and display your results graphically for the "big picture".

**Who Should Attend:**     SPSS Forecasting users who want to understand the full capabilities of the module.

DATE:   (Class 8-02):    Wednesday February 6, 2013   &    Thursday February 7, 2013.
        (Class 8-04):    Tuesday April 23, 2013        &    Wednesday April 24, 2013.
        (Class 8-06):    Thursday June 27, 2013        &    Friday June 28, 2013.

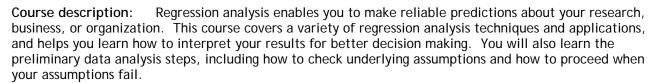TIME:                    09:30 - 13:00          &        14:00 - 16:30

■ **SBAS (Hong Kong) Ltd.** ■ Address: Unit 1804, 18/F., Westlands Centre, 20 Westlands Road, Quarry Bay, Hong Kong. ■
■ Tel.: +(852) 28119662 ■ Fax: +(852) 28113042 ■ Email: spss@sbas.com.hk ■ Website: www.sbas.com.hk ■

## STATISTICS AND APPLICATIONS COURSES

**SPSS**

### Survey Analysis using SPSS Statistics

Duration:         14 hours (2 days)
Course Fee:     HKD 5,000.00

**Course description:**      You have a survey research process, but you need to know how to analyze the data that you gather.  This course covers the standard methods for analyzing survey data, from simple crosstabulations to advanced logistic regression.  You will learn appropriate analysis methods for both categorical and continuous data. The course also includes discussions regarding qualitative data analysis, and reporting and presenting survey results.

**Who Should Attend:**      SPSS Statistics users who need to understand statistical analysis in relation to survey research.

**DATE:**  (Class 9-02):      Monday February 18, 2013          &        Tuesday February 19, 2013.
          (Class 9-03):      Monday March 25, 2013             &        Tuesday March 26, 2013.
          (Class 9-04):      Thursday April 25, 2013            &        Friday April 26, 2013.
          (Class 9-06):      Tuesday June 25, 2013             &        Wednesday June 26, 2013.

**TIME:**                         09:00 - 13:00                     &        14:00 - 17:00

### Market Segmentation using SPSS Statistics

Duration:         10 hours (1.5 days)
Course Fee:     HKD 4,200.00

**Course description:**      In this course you will focus on the statistical techniques most often used to support market segmentation. The course emphasizes the practical issues of setting up, running and interpreting the results of market segmentation analysis.

**Who Should Attend:**      Anyone who has worked with SPSS Statistics and is interested in knowing more about the appropriate procedures for market segmentation.

**DATE:**  (Class 10-01):     Tuesday January 8, 2013          &        Wednesday January 9, 2013.
          (Class 10-04):     Monday April 8, 2013              &        Tuesday April 9, 2013.
          (Class 10-05):     Wednesday May 8, 2013           &        Thursday May 9, 2013.

**TIME**  (1$^{st}$ day):        09:30 - 13:00, 14:00 - 17:00    &        (2$^{nd}$ day):        09:30 – 13:00

### Advanced Analytics for Market Research

Duration:         10 hours (1.5 days)
Course Fee:     HKD 4,200.00

**Course description:**      In order to perform advanced market research, you need a thorough understanding of the analytical techniques available.  In this course you will learn about the different market research techniques, from conjoint analysis (used in planning new products and services) to perceptual mapping and multidimensional scaling (used to understand how customers position products and services), to how to perform each of them using SPSS Statistics, and how to interpret your results to answer business questions.

**Who Should Attend:**      Market researchers, analysts, and others who have interest in conjoint analysis, perceptual mapping, or multidimensional scaling.  Users of SPSS Statistic Base, SPSS Conjoint and SPSS Categories.

**DATE:**  (Class 11-01):     Tuesday January 15, 2013         &        Wednesday January 16, 2013.
          (Class 11-04):     Monday April 15, 2013            &        Tuesday April 16, 2013.
          (Class 11-05):     Wednesday May 15, 2013          &        Thursday May 16, 2013.

**TIME**  (1$^{st}$ day):        09:30 - 13:00, 14:00 - 17:00    &        (2$^{nd}$ day):        09:30 – 13:00

# OTHER INTRODUCTORY COURSES

## Introduction to SPSS Custom Tables

Duration:        7 hours (1 day)
Course Fee:    HKD 2,400.00

DATE:   (Class 13-01):    Friday January 4, 2013.
        (Class 13-03):    Monday March 4, 2013.
        (Class 13-05):    Wednesday May 2, 2013.
        (Class 13-06):    Tuesday June 4, 2013.

TIME:                     09:00 - 13:00              &        14:00 - 17:00

## Advanced SPSS Custom Tables

Duration:        7 hours (1 day)
Course Fee:    HKD 2,400.00

**Course description:**    You have used SPSS Custom Tables in your work, or taken the introductory course, and now you want to understand everything that this module has to offer.  In this course, you will learn how to build more complex and customized tables, and produce them more efficiently.  You will also discover how to handle missing values, how to format and edit tables and export them into other software, and how to use SPSS Tables syntax for recurring analyses.

DATE:   (Class 14-02):    Tuesday February 5, 2013.
        (Class 14-03):    Tuesday March 5, 2013.
        (Class 14-04):    Friday April 12, 2013.
        (Class 14-06):    Wednesday June 5, 2013.

TIME:                     09:00 - 13:00              &        14:00 - 17:00

## Introduction to SPSS Complex Samples

Duration:        7 hours (1 day)
Course Fee:    HKD 2,400.00

DATE:   (Class 16-01):    Thursday January 3, 2013.
        (Class 16-03):    Wednesday March 13, 2013.
        (Class 16-05):    Friday May 3, 2013.

TIME:                     09:00 - 13:00              &        14:00 - 17:00

## Introduction to Amos

Duration:        7 hours (1 day)
Course Fee:    HKD 2,520.00

DATE:   (Class 17-02):    Wednesday February 20, 2013.
        (Class 17-03):    Wednesday March 20, 2013.
        (Class 17-05):    Monday May 20, 2013.
        (Class 17-06):    Thursday June 20, 2013.

TIME:                     09:00 - 13:00              &        14:00 - 17:00

TO:    SBAS (Hong Kong) Ltd.
FAX:   +(852) **2811 3042**

# SPSS Statistics Training Course
# Enrollment Form

Please register the following person(s) for the SPSS Program:
* Please Complete The Form In Block Letters*

**Company:** _____     **Department:** _____

**Name** (Mr./Mrs./Miss)**:** _____     **Job Title:** _____

**Tel.:** _____     **Fax:** _____     **Email:** _____

**Address:** _____

_____

1- **Introduction to SPSS Statistics**
   Class:  ( 1 <Jan 24 & 25> / 3 <Mar 6 & 7> / 5 <May 6 & 7> / 6 <Jun 6 & 7> )

3- **Data Management and Manipulation with SPSS Statistics**
   Class:  ( 1 <Jan 14> / 3 <Mar 14> / 5 <May 14> / 6 <Jun 14> )

4- **Statistical Analysis using SPSS  Statistics**
   Class:  ( 1 <Jan 10 & 11> / 3 <Mar 11 & 12> / 4 <Apr 10 & 11> / 6 <Jun 10 & 11> )

5- **Advanced Statistical Analysis using SPSS Statistics**
   Class:  ( 1 <Jan 17 & 18> / 3 <Mar 18 & 19> / 4 <Apr 17 & 18> / 6 <Jun 17 & 18> )

6- **Advanced Techniques: Regression**          Class:  ( 1 <Jan 21> / 3 <Mar 21> / 4 <Apr 22> / 6 <Jun 21> )

7- **Advanced Techniques: ANOVA**          Class:  ( 2 <Feb 21> / 4 <Apr 19> / 5 <May 21> )

8- **Time Series Analysis and Forecasting with SPSS Forecasting**
   Class:  ( 2 <Feb 6 & 7> / 4 <Apr 23 & 24> / 6 <Jun 27 & 28> )

9- **Survey Analysis using SPSS Statistics**
   Class:  ( 2 <Feb 18 & 19> / 3 <Mar 25 & 26> / 4 <Apr 25 & 26> / 6 <Jun 25 & 26> )

10- **Market Segmentation using SPSS Statistics**
   Class:  ( 1 <Jan 8 & 9> / 4 <Apr 8 & 9> / 5 <May 8 & 9> )

11- **Advanced Analytics for Market Research**
   Class:  ( 1 <Jan 15 & 16> / 4 <Apr 15 & 16> / 5 <May 15 & 16> )

13- **Introduction to SPSS Custom Tables**          Class:  ( 1 <Jan 4> / 3 <Mar 4> / 5 <May 2> / 6 <Jun 4> )

14- **Advanced SPSS Custom Tables**          Class:  ( 2 <Feb 5> / 3 <Mar 5> / 4 <Apr 12> / 6 <Jun 5> )

16- **Introduction to SPSS Complex Samples**          Class:  ( 1 <Jan 3> / 3 <Mar 13> / 5 <May 3> )

17- **Introduction to Amos**          Class:  ( 2 <Feb 20> / 3 <Mar 20> / 5 <May 20> / 6 <Jun 20> )

*          *          *          *          *

**VENUE**:     SBAS (Hong Kong) Ltd. (or on-site - negotiable)
          Unit 1804, 18/F, Westlands Centre, 20 Westlands Road, Quarry Bay, HK.

*Please fill in the attached enrollment form and fax back at +(852) **2811 3042** for reservation. Application is accepted on first-come-first served basis.*

*For more information and other courses details, please contact **Miss Brenda Lee** at +(852) **2811 9662** or email at **brendale@sbas.com.hk**.*

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1. *Enrollment fee includes training materials.*
2. *In the event of unforeseen circumstances, SPSS reserves the right to amend and otherwise cancel the course if necessary.*

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