

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 1-07): Monday July 8, 2013 & Tuesday July 9, 2013.
(Class 1-08): Thursday August 8, 2013 & Friday August 9, 2013.
(Class 1-09): Monday September 9, 2013 & Tuesday September 10, 2013.
(Class 1-10): Tuesday October 8, 2013 & Wednesday October 9, 2013.
(Class 1-11): Thursday November 7, 2013 & Friday November 8, 2013.
(Class 1-12): Monday December 9, 2013 & Tuesday December 10, 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 3-07): Monday July 15, 2013.
(Class 3-08): Thursday August 15, 2013.
(Class 3-10): Tuesday October 15, 2013.
(Class 3-11): Friday November 15, 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 your 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 4-07): Thursday July 11, 2013 & Friday July 12, 2013.
 (Class 4-08): Monday August 12, 2013 & Tuesday August 13, 2013.
 (Class 4-09): Wednesday September 11, 2013 & Thursday September 12, 2013.
 (Class 4-10): Thursday October 10, 2013 & Friday October 11, 2013.
 (Class 4-11): Monday November 11, 2013 & Tuesday November 12, 2013.
 (Class 4-12): Wednesday December 11, 2013 & Thursday December 12, 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 5-07): Tuesday July 16, 2013 & Wednesday July 17, 2013.
 (Class 5-09): Monday September 16, 2013 & Tuesday September 17, 2013.
 (Class 5-10): Wednesday October 16, 2013 & Thursday October 17, 2013.
 (Class 5-12): Monday December 16, 2013 & Tuesday December 17, 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 6-07): Thursday July 25, 2013.
(Class 6-09): Wednesday September 25, 2013.
(Class 6-10): Friday October 25, 2013.
(Class 6-11): Monday November 25, 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 7-07): Friday July 26, 2013.
(Class 7-09): Thursday September 26, 2013.
(Class 7-11): Tuesday November 26, 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 8-08): Wednesday August 28, 2013 & Thursday August 29, 2013.
(Class 8-10): Monday October 28, 2013 & Tuesday October 29, 2013.
(Class 8-11): Thursday November 28, 2013 & Friday November 29, 2013.

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

STATISTICS AND APPLICATIONS COURSES

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 9-07): Tuesday July 23, 2013 & Wednesday July 24, 2013.
 (Class 9-09): Monday September 23, 2013 & Tuesday September 24, 2013.
 (Class 9-10): Wednesday October 23, 2013 & Thursday October 24, 2013.
 (Class 9-12): Thursday December 19, 2013 & Friday December 20, 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 10-08): Monday August 5, 2013 & Tuesday August 6, 2013.
 (Class 10-09): Thursday September 5, 2013 & Friday September 6, 2013.
 (Class 10-12): Thursday December 5, 2013 & Friday December 6, 2013.

TIME (1st day): 09:30 - 13:00, 14:00 - 17:00 & (2nd 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 11-08): Wednesday August 21, 2013 & Thursday August 22, 2013.
 (Class 11-10): Monday October 21, 2013 & Tuesday October 22, 2013.
 (Class 11-11): Thursday November 21, 2013 & Friday November 22, 2013.

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

OTHER INTRODUCTORY COURSES

Advanced SPSS Custom Tables

Duration: 7 hours (1 day)

Course Fee: HKD 2,520.00

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 14-08): Tuesday August 27, 2013.
(Class 14-09): Friday September 27, 2013.
(Class 14-11): Wednesday November 27, 2013.

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

Introduction to SPSS Decision Trees

Duration: 7 hours (1 day)

Course Fee: HKD 2,400.00

DATE: (Class 15-09): Wednesday September 4, 2013.
(Class 15-10): Friday October 4, 2013.
(Class 15-12): Wednesday December 4, 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 16-09): Friday September 13, 2013.
(Class 16-11): Wednesday November 13, 2013.
(Class 16-12): Friday December 13, 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 17-07): Thursday July 18, 2013.
(Class 17-09): Wednesday September 18, 2013.
(Class 17-10): Friday October 18, 2013.
(Class 17-12): Wednesday December 18, 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: (7 <Jul 8 & 9> / 8 <Aug 8 & 9> / 9 <Sep 9 & 10> / 10 <Oct 8 & 9> / 11 <Nov 7 & 8> / 12 <Dec 9 & 10>)
- 3- Data Management and Manipulation with SPSS Statistics
Class: (7 <Jul 15> / 8 <Aug 15> / 10 <Oct 15> / 11 <Nov 15>)
- 4- Statistical Analysis using SPSS Statistics
Class: (7 <Jul 11 & 12> / 8 <Aug 12 & 13> / 9 <Sep 11 & 12> / 10 <Oct 10 & 11> / 11 <Nov 11 & 12> / 12 <Dec 11 & 12>)
- 5- Advanced Statistical Analysis using SPSS Statistics
Class: (7 <Jul 16 & 17> / 9 <Sep 16 & 17> / 10 <Oct 16 & 17> / 12 <Dec 16 & 17>)
- 6- Advanced Techniques: Regression Class: (7 <Jul 25> / 9 <Sep 25> / 10 <Oct 25> / 11 <Nov 25>)
- 7- Advanced Techniques: ANOVA Class: (7 <Jul 26> / 9 <Sep 26> / 11 <Nov 26>)
- 8- Time Series Analysis and Forecasting with SPSS Forecasting
Class: (8 <Aug 28 & 29> / 10 <Oct 28 & 29> / 11 <Nov 28 & 29>)
- 9- Survey Analysis using SPSS Statistics
Class: (7 <Jul 23 & 24> / 9 <Sep 23 & 24> / 10 <Oct 23 & 24> / 12 <Dec 19 & 20>)
- 10- Market Segmentation using SPSS Statistics
Class: (8 <Aug 5 & 6> / 9 <Sep 5 & 6> / 12 <Dec 5 & 6>)
- 11- Advanced Analytics for Market Research
Class: (8 <Aug 21 & 22> / 10 <Oct 21 & 22> / 11 <Nov 21 & 22>)
- 14- Advanced SPSS Custom Tables Class: (8 <Aug 27> / 9 <Sep 27> / 11 <Nov 27>)
- 15- Introduction to SPSS Decision Trees Class: (9 <Sep 4> / 10 <Oct 4> / 12 <Dec 4>)
- 16- Introduction to SPSS Complex Samples Class: (9 <Sep 13> / 11 <Nov 13> / 12 <Dec 13>)
- 17- Introduction to Amos Class: (7 <Jul 18> / 9 <Sep 18> / 10 <Oct 18> / 12 <Dec 18>)

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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.

■ **SBAS (Hong Kong) Ltd.** ■ Address: Unit 1804, 18/F., Westlands Centre, 20 Westlands Road, Quarry Bay, Hong Kong. ■
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