



GETTING STARTED WITH SPSS

The Basics: SPSS for Windows

Duration: 10 hours (1.5 day)

Course Fee: HKD 2,800.00

Overview: Get up to speed in SPSS quickly and easily through our most popular course. Learn the basics of data definition, data analysis and presentation of your result. See how easy it is to get your data into SPSS so that you can focus on analyzing the information. In addition to the fundamentals, learn shortcuts that will help you save time. This course is designed with the SPSS beginner in mind.

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: Anyone who will be using SPSS for Windows for data analysis, especially useful for those new to using a statistical package for data analysis or to the Windows environment. Also recommended for those considering purchasing SPSS for Windows.

DATE: (Class 1-12): Wednesday December 2, 2009 & Thursday December 3, 2009.

(Class 1-01): Thursday January 14, 2010 & Friday January 15, 2010.

(Class 1-04): Wednesday April 14, 2010 & Thursday April 15, 2010.

(Class 1-06): Monday June 14, 2010 & Tuesday June 15, 2010.

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

The Basics - Healthcare: SPSS for Windows

Duration: 10 hours (1.5 day)

Course Fee: HKD 2,800.00

Overview: This course will provide software training on SPSS Base for Windows, incorporating Healthcare data and examples.

Who Should Attend: The target audience for this course is the broadly defined Healthcare market. Included are those in government, corporate and educational settings.

DATE: (Class 2-01): Wednesday January 27, 2010 & Thursday January 28, 2010.

(Class 2-05): Thursday May 27, 2010 & Friday May 28, 2010.

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

Intermediate Topics: SPSS for Windows

Duration: 7 hours (1 day)

Course Fee: HKD 1,870.00

Course description: In this one-day course you will have a chance to explore the capabilities of SPSS in more detail. This course is designed to both complement *The Basics: SPSS for Windows* 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 and wants to become better versed in the capabilities of SPSS for Windows. Anyone who uses SPSS on a regular basis and wants to know the most efficient and effective ways to use the software.

DATE: (Class 3-12): Thursday December 17, 2009. (Class 3-02): Wednesday February 10, 2010.

(Class 3-03): Wednesday March 10, 2010. (Class 3-06): Thursday June 10, 2010.

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



STATISTICAL ANALYSIS COURSES

Statistical Analysis using SPSS

Duration: 10 hours (1.5 day)

Course Fee: HKD 3,270.00

Course description: Join us for a practical, application-oriented immersion in the statistical capabilities of SPSS. This course covers a range of statistical techniques and their applications and assumptions. You will learn how to prepare and analyze data using SPSS 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 for Windows users who want a greater understanding of statistical procedures and applications.

DATE: (Class 4-12): Tuesday December 15, 2009 & Wednesday December 16, 2009.
 (Class 4-02): Monday February 8, 2010. & Tuesday February 9, 2010.
 (Class 4-03): Monday March 8, 2010. & Tuesday March 9, 2010.
 (Class 4-04): Thursday April 8, 2010 & Friday April 9, 2010.
 (Class 4-06): Tuesday June 8, 2010 & Wednesday June 9, 2010.

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

Advanced Statistical Analysis using SPSS

Duration: 16 hours (2 days)

Course Fee: HKD 4,980.00

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. 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 binary and multinomial 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
- Perform loglinear and logit analysis
- Understand and use multivariate analysis of variance (MANOVA) and repeated measure analysis of variance (ANOVA)

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

DATE: (Class 5-01): Monday January 25, 2010 & Tuesday January 26, 2010.
 (Class 5-03): Thursday March 25, 2010 & Friday March 26, 2010.
 (Class 5-05): Tuesday May 25, 2010 & Wednesday May 26, 2010.

TIME: 09:00 - 13:00 & 14:00 - 18:00



STATISTICAL ANALYSIS COURSES

Advanced Techniques: Regression

Duration: 8 hours (1 day)
 Course Fee: HKD 2,490.00

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 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 as well as how to interpret the results.

DATE: (Class 6-02): Wednesday February 24, 2010.
 (Class 6-03): Wednesday March 24, 2010.
 (Class 6-06): Thursday June 24, 2010.

TIME: 09:00 - 13:00 & 14:00 - 18:00

Advanced Techniques: ANOVA

Duration: 7 hours (1 day)
 Course Fee: HKD 1,870.00

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 for Windows users who want to know how to set up and use the ANOVA features in SPSS.

DATE: (Class 7-02): Tuesday February 23, 2010.
 (Class 7-03): Tuesday March 23, 2010.
 (Class 7-06): Wednesday June 23, 2010.

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

Time Series Analysis and Forecasting with SPSS Trends

Duration: 10 hours (1.5 day)
 Course Fee: HKD 3,270.00

Course description: SPSS Trends is the add-on module to SPSS Base that enables you to improve your forecasts using time-series analysis. SPSS Trends 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 Trends users who want to understand the full capabilities of the module.

DATE: (Class 8-01): Tuesday January 19, 2010 & Wednesday January 20, 2010.
 (Class 8-04): Monday April 19, 2010 & Tuesday April 19, 2010.

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



STATISTICS AND APPLICATIONS COURSES

Survey Analysis using SPSS

Duration: 14 hours (2 days)
 Course Fee: HKD 3,740.00

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 for Window users who need to understand statistical analysis in relation to survey research.

DATE: (Class 9-01): Thursday January 21, 2010 & Friday January 22, 2010.
 (Class 9-04): Wednesday April 21, 2010 & Thursday April 22, 2010.
 (Class 9-06): Monday June 21, 2010 & Tuesday June 22, 2010.

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

Market Segmentation using SPSS

Duration: 14 hours (2 days)
 Course Fee: HKD 3,740.00

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 for Windows and is interested in knowing more about the appropriate procedures for market segmentation.

DATE: (Class 10-12): Monday December 28, 2009 & Tuesday December 29, 2009.
 (Class 10-02): Thursday February 18, 2010 & Friday February 19, 2010.
 (Class 10-05): Tuesday May 18, 2010 & Wednesday May 19, 2010.

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

Advanced Analytics for Market Research

Duration: 10 hours (1.5 day)
 Course Fee: HKD 2,800.00

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 software, 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 Base, SPSS Conjoint and SPSS Categories for Windows.

DATE: (Class 11-03): Wednesday March 17, 2010 & Thursday March 18, 2010.
 (Class 11-06): Thursday June 17, 2010 & Friday June 18, 2010.

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



OTHER INTRODUCTORY COURSES

Introduction to SPSS Classification Trees

Duration: 7 hours (1 day)
Course Fee: HKD 1,860.00

DATE: (Class 12-02): Thursday February 25, 2010.
(Class 12-06): Friday June 25, 2010.

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

Introduction to SPSS Tables

Duration: 7 hours (1 day)
Course Fee: HKD 1,860.00

DATE: (Class 13-12): Monday December 21, 2009.
(Class 13-02): Thursday February 4, 2010.
(Class 13-03): Thursday March 4, 2010.
(Class 13-06): Friday June 4, 2010.

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

Advanced SPSS Tables

Duration: 7 hours (1 day)
Course Fee: HKD 1,860.00

Course description: You have used SPSS 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 14-01): Wednesday January 13, 2010.
(Class 14-04): Tuesday April 13, 2010.

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

Introduction to SPSS Complex Samples

Duration: 7 hours (1 day)
Course Fee: HKD 1,860.00

DATE: (Class 16-01): Friday January 29, 2010.
(Class 16-03): Monday March 29, 2010.
(Class 16-06): Tuesday June 29, 2010.

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

Introduction to Amos

Duration: 7 hours (1 day)
Course Fee: HKD 2,490.00

DATE: (Class 17-12): Wednesday December 23, 2009.
(Class 17-01): Tuesday January 12, 2010.
(Class 17-03): Friday March 12, 2010.
(Class 17-05): Monday May 24, 2010.

TIME: 09:30 - 13:00 & 14:00 - 17:00



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

**SPSS (PASW 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- The Basics: SPSS for Windows
 Class: (12 <Dec 2 & 3> / 1<Jan 14 & 15> / 4 <Apr 14 & 15> / 6 <Jun 14 & 15>)
- 2- The Basics - Healthcare: SPSS for Windows
 Class: (1 <Jan 27 & 28> / 5 <May 27 & 28>)
- 3- Intermediate Topics: SPSS for Windows Class: (12 <Dec 17> / 2 <Feb 10> / 3 <Mar 10> / 6 <Jun 10>)
- 4- Statistical Analysis using SPSS
 Class: (12 <Dec 15 & 16> / 2 <Feb 8 & 9> / 3 <Mar 8 & 9> / 4 <Apr 8 & 9> / 6 <Jun 8 & 9>)
- 5- Advanced Statistical Analysis using SPSS
 Class: (1 <Jan 25 & 26> / 3 <Mar 25 & 26> / 5 <May 25 & 26>)
- 6- Advanced Techniques: Regression Class: (2 <Feb 24> / 3 <Mar 24> / 6 <Jun 24>)
- 7- Advanced Techniques: ANOVA Class: (2 <Feb 23> / 3 <Mar 23> / 6 <Jun 23>)
- 8- Time Series Analysis and Forecasting with SPSS Trends
 Class: (1 <Jan 19 & 20> / 4 <Apr 19 & 20>)
- 9- Survey Analysis using SPSS
 Class: (1 <Jan 21 & 22> / 4 <Apr 21 & 22> / 6 <Jun 21 & 22>)
- 10- Market Segmentation using SPSS
 Class: (12 <Dec 28 & 29> / 2 <Feb 18 & 19> / 5 <May 18 & 19>)
- 11- Advanced Analytics for Market Research Class: (3 <Mar 17 & 18> / 6 <Jun 17 & 18>)
- 12- Introduction to SPSS Classification Trees Class: (2 <Feb 25> / 6 <Jun 25>)
- 13- Introduction to SPSS Tables Class: (12 <Dec 21> / 2 <Feb 4> / 3 <Mar 4> / 6 <Jun 4>)
- 14- Advanced SPSS Tables Class: (1 <Jan 13> / 4 <Apr 13>)
- 16- Introduction to SPSS Complex Samples Class: (1 <Jan 29> / 3 <Mar 29> / 6 <Jun 29>)
- 17- Introduction to Amos Class: (12 <Dec 23> / 1 <Jan 12> / 3 <Mar 12> / 5 <May 24>)

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VENUE: SPSS (Hong Kong) Ltd.
 Rm.4, 18/F, Westlands Centre, 20 Westlands Road, Quarry Bay, HK.
 (or on-site - negotiable)

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@spss.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.