



## 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 1-7): Thursday July 2, 2009 & Friday July 3, 2009.  
 (Class 1-9): Wednesday September 2, 2009 & Thursday September 3, 2009.  
 (Class 1-11): Monday November 2, 2009 & Tuesday November 3, 2009.  
 (Class 1-12): Wednesday December 2, 2009 & Thursday December 3, 2009.

**TIME** (1<sup>st</sup> day): 09:30 - 13:00, 14:00 - 17:00 & (2<sup>nd</sup> 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 2-8): Tuesday August 18, 2009 & Wednesday August 19, 2009.  
 (Class 2-11): Wednesday November 18, 2009 & Thursday November 19, 2009.

**TIME** (1<sup>st</sup> day): 09:30 - 13:00, 14:00 - 17:00 & (2<sup>nd</sup> 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 3-6): Tuesday June 16, 2009. (Class 3-7): Friday July 17, 2009.  
 (Class 3-9): Thursday September 17, 2009. (Class 3-12): Thursday December 17, 2009.

**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.

<b>DATE</b>	(Class 4-5): Thursday May 14, 2009.	&	Friday May 15, 2009.
	(Class 4-6): Thursday June 11, 2009.	&	Friday June 12, 2009.
	(Class 4-7): Wednesday July 15, 2009.	&	Thursday July 16, 2009.
	(Class 4-9): Tuesday September 15, 2009	&	Wednesday September 16, 2009.
	(Class 4-10): Thursday October 15, 2009	&	Friday October 16, 2009.
	(Class 4-12): Tuesday December 15, 2009	&	Wednesday December 16, 2009.

<b>TIME</b>	(1 <sup>st</sup> day): 09:30 - 13:00, 14:00 - 17:00	&	(2 <sup>nd</sup> day): 09:30 - 13:00
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### 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.

<b>DATE</b>	(Class 5-5): Tuesday May 19, 2009	&	Wednesday May 20, 2009.
	(Class 5-7): Thursday July 23, 2009	&	Friday July 24, 2009.
	Class 5-9): Wednesday September 23, 2009	&	Thursday September 24, 2009.
	(Class 5-11): Monday November 23, 2009	&	Tuesday November 24, 2009.

<b>TIME:</b>	09:00 - 13:00	&	14:00 - 18:00
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## STATISTICAL ANALYSIS COURSES

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### 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 6-6): Monday June 22, 2009.  
 (Class 6-7): Monday July 27, 2009.  
 (Class 6-10): Tuesday October 27, 2009.

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

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### 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 7-6): Tuesday June 9, 2009.  
 (Class 7-8): Monday August 17, 2009.  
 (Class 7-11): Tuesday November 17, 2009.

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

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### 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 8-6): Tuesday June 23, 2009 & Wednesday June 24, 2009.  
 (Class 8-8): Thursday August 13, 2009 & Friday August 14, 2009.  
 (Class 8-10): Tuesday October 13, 2009 & Wednesday October 14, 2009.

**TIME** (1<sup>st</sup> day): 09:30 - 13:00, 14:00 - 17:00 & (2<sup>nd</sup> day): 09:00 - 13:00



## STATISTICS AND APPLICATIONS COURSES

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### 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 9-6): Wednesday June 17, 2009 & Thursday June 18, 2009.  
 (Class 9-8): Tuesday August 25, 2009 & Wednesday August 26, 2009.  
 (Class 9-11): Wednesday November 25, 2009 & Thursday November 26, 2009.

**TIME** (1<sup>st</sup> & 2<sup>nd</sup> day): 09:00 - 13:00 & 14:00 - 17:00

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### 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 10-5): Thursday May 21, 2009 & Friday May 22, 2009.  
 (Class 10-7): Tuesday July 28, 2009 & Wednesday July 29, 2009.  
 (Class 10-10): Wednesday October 28, 2009 & Thursday October 29, 2009.  
 (Class 10-12): Monday December 28, 2009 & Tuesday December 29, 2009.

**TIME** (1<sup>st</sup> & 2<sup>nd</sup> day): 09:00 - 13:00 & 14:00 - 17:00

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### 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 11-8): Tuesday August 11, 2009 & Wednesday August 12, 2009.  
 (Class 11-11): Wednesday November 11, 2009 & Thursday November 12, 2009.

**TIME** (1<sup>st</sup> day): 09:30 - 13:00, 14:00 - 17:00 & (2<sup>nd</sup> day): 09:00 - 13:00



## OTHER INTRODUCTORY COURSES

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### Introduction to SPSS Classification Trees

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

**DATE** (Class 12-8): Friday August 21, 2009.  
(Class 12-10): Wednesday October 21, 2009.

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

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### Introduction to SPSS Tables

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

**DATE** (Class 13-7): Tuesday July 21, 2009.  
(Class 13-9): Monday September 21, 2009.  
(Class 13-12): Monday December 21, 2009.

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

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### 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 14-6): Friday June 19, 2009.  
(Class 14-8): Thursday August 27, 2009.  
(Class 14-11): Friday November 27, 2009.

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

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### Introduction to SPSS Complex Samples

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

**DATE** (Class 16-8): Thursday August 20, 2009  
(Class 16-11): Friday November 20, 2009.

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

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### Introduction to Amos

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

**DATE** (Class 17-6): Wednesday June 10, 2009.  
(Class 17-7): Monday July 20, 2009.  
(Class 17-10): Tuesday October 20, 2009.  
(Class 17-12): Wednesday December 23, 2009.

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

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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](mailto: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.