Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education	SVU الجامعـة الافتراضيــة السوريــة SYRIAN VIRTUAL UNIVERSITY	وزارة التعليـم العالـــــي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Data analysis by compute

1- Basic Information:

Course Name	**Data analysis by compute**
Course ID	**DAC.113**
Contact Hours (Registered Sessions)	16
Contact Hours (Synchronized Sessions)	16
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	16
Synchronized Session Work Load	16
Credit Hours	

2- Pre-Requisites:

Course	**ID**
None	

3- Course General Objectives:

This course aims at providing the student with necessary knowledge and skills that enable him/her to collect, use, and analyze data in the business world. This is achieved through: explaining types of variables and measures that could be used in a questionnaire; Discussing descriptive analysis methods of quantitative data commensurate with the used measures; introducing statistical methods essential to analyze the relationship between the variables; interpreting and explaining results in accordance with the problem of interest.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Build a questionnaire correctly
ILO2	Distinguish types of variables and scales and their characteristics
ILO3	Use statistical analysis methods
ILO4	Explain the results of statistical analysis in a proper manner
ILO5	Use the results to make managerial decisions

5- **Course Syllabus**   (18 hours of total synchronized sessions;18 hours of total Recorded Sessions)

- **RS:** Recorded Sessions**; SS:** Synchronized Sessions**;**

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	- Questionnaire design			☐ Exercises ☒ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO2	- Variables and scales - Data preparation - Understanding the environment of SPSS			☒ Exercises ☒ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO3	- Descriptive			☒ Exercises	

	analysis - Chi square - T-test - ANOVA - Linear correlation - Linear regression - Factor analysis			☒ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO4	- Descriptive analysis - Chi square - T-test - ANOVA - Linear correlation - Linear regression - Factor analysis			☒ Exercises ☒ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO5	- Descriptive analysis - Chi square - T-test - ANOVA - Linear correlation - Linear regression - Factor analysis			☒ Exercises ☒ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	

6- Assessment Criteria (Related to ILOs)

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Build a questionnaire	Determine the required	☒				☒

	correctly	information					
		Deal with the inability to remember and unwillingness to remember	☒				☒
		Test the questionnaire	☒				☒
ILO2	Distinguish types of variables and scales and their characteristics	Specify the type of data generated by the scale	☒		☒		☒
		identify the appropriate measurement methods for the problem at hand	☒		☒		☒
ILO3	Use statistical analysis methods	Use the appropriate univariate data analysis methods	☒		☒		☒
		Master multivariate data analysis methods	☒		☒		☒
ILO4	Explain the results of statistical analysis in a proper manner	Link the results of statistical analysis to practical reality		☒			☒
		Compare the results of the current study to those of		☒			☒

		previous studies					
ILO5	Use the results to make managerial decisions	Build managerial decisions based on the results of statistical analysis	☒	☒			☒
		Develop a work plan based on the results of the study	☒				☒

7-Practice Tools:

Tool Name	Description
Data analysis by compute	

8-Main References

الطويل، ليلى (2014)، **منهجية البحث العلمي**، كلية الاقتصاد جامعة تشرين، سورية.

نجيب، حسين علي؛ الرفاعي، غالب عوض صالح (2006)، **تحليل ونمذجة البيانات باستخدام الحاسوب: تطبيق**

شامل للحزمة SPSS، الطبعة الأولى، الأهلية للنشر والتوزيع، عمان، الأردن.

Ho R. (2006), *Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS*, Chapman & Hall/CRC, USA.

Landau S. & Everitt B.S. (2004), *A Handbook of Statistical Analysis Using SPSS*, Chapman & Hall/CRC Press, USA.

Malhotra N.K. (2010), *Marketing Research: An Applied Orientation*, 6th Edition, Pearson, USA.

Pallant J. (2007), *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS for Windows*, 3rd Edition, McGraw Hill, USA.

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9-Additional References

Blumberg B., Cooper D.R., & Schindler P.S. (2005), *Business Research Methods*, Mcgraw-Hill, Berkshire.

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Mooi E. & Sarstedt M. (2011), *A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics*, Springer, Germany.

Morgan G.A., Leech N.L., Gloeckner G.W., & Barrett K.C. (2004), *SPSS for Introductory Statistics: Use and Interpretation*, 2nd Edition, Lawrence Erlbaum Associates, USA.