SPSS

Online Training on SPSS for Business Schools

ONLINE TRAINING ENHANCES the ROI from SPSS

But how?

Do More with Less

SPSS Licenses are expensive, and as much as possible they should be put to use for analytical work: for project reports, thesis and research papers. Yet, to first pick up the analysis skills, it becomes inevitable to spend more time on the software learning it, than is spent actually getting productive work out of it. This makes it very difficult for education administrators to allocate adequate software time to a large body of students to both train as well as produce results.

The simulated environment of the SPSS Online Training course, along with statistical concepts as well guidelines on interpreting results, makes students adepts at using SPSS. So that when they are given access to SPSS they use it for producing results, not learn it. This of course helps the institute manage a bigger load of students with an optimal number of licenses.

Free Up Resources with Asynchronous Learning

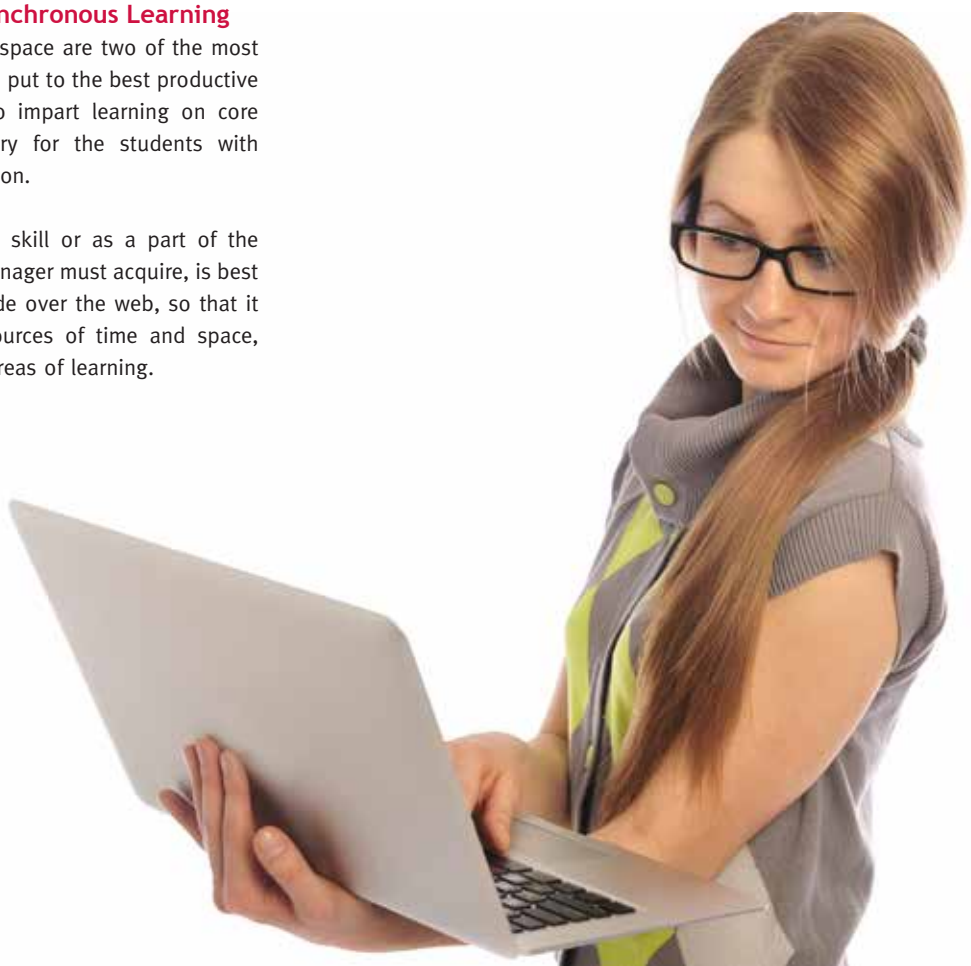
In a learning institution time and space are two of the most valuable resources that need to be put to the best productive use. This includes using them to impart learning on core subject areas that are mandatory for the students with respect to their course specialisation.

SPSS, when taught as an added skill or as a part of the repertoire of tools that a future manager must acquire, is best delivered in an asynchronous mode over the web, so that it does not consume the vital resources of time and space, leaving them available for focus areas of learning.

Standardise The Training Delivery

Teaching a subject like data analysis with SPSS in an MBA course, where it needs to be taught as a skill set for a future manager rather than as a primary subject, sometimes faces a challenge when it comes to managing the need for adequate coverage while avoiding a primary subject, sometimes faces a challenge when it comes to managing the need for adequate coverage while avoiding too much of technicality. And it is often left to the individual trainer to strike the right balance between these two necessities. The problem becomes further compounded as both the number of students as well as the geographic dispersion increases.

The SPSS online training course gives the opportunity for the training administrators to ensure the delivery of a standard course regardless of the geographic location or the individual trainer.



What's in the training?

In Line with The AICTE Syllabus

This training is meant for future managers. Managers who will need to learn on how to apply statistics and SPSS to solve management problems, rather than attempt to become statisticians or data scientists. To keep the training focused therefore, on just what is needed while avoid what is not, it has been aligned to the statistical subjects recommended by the AICTE model syllabus for MBA courses.

Statistical Concepts

Trying to analyse data in SPSS without understanding the statistical concepts that underlie the techniques is not advisable. For it can often lead the manager to either apply an incorrect technique or draw the wrong conclusions. Each section in the training therefore first explains a statistical concept before exposing the learner to the running of the analysis itself.

Simulated User Interface

A primary objective of the training is to give the learner a hands-on feel of the environment that she would encounter while working on SPSS itself. The training does provide a simulated environment, guiding the learner step by step through the analysis process, and preparing her to become completely familiar with the workings of the actual software itself.

Interpretation Of Results

Running an analysis on the data is just the beginning. Ultimately the manager has to draw conclusions from the results SPSS produces. The training explains the SPSS output, with a variety of examples, guiding the learner through the findings the results show up. The examples are created using sample data that come along with SPSS, so that the learners can repeat it themselves.

What's in the Content?

Data
- Data Measurement
- Data Types
- Data Preparation

Data Validation

Data Selection

Descriptive Statistics
- Frequencies
- Measures of Central Tendency
- Measures of Variation
- Measures of Position
- Measures of Distribution

Graphical Representation Of Data
- Univariate Graphs
- Bivariate Graphs
- Multivariate Graphs
- Comparing Categories
- Comparing Variables

Data Reports
- OLAP Cubes
- Case Summaries

Quality Control
- Control Charts
- Pareto Charts

Time Series
- Pre-requisites for forecasting
- Time Series Charts: Sequence, Spectral
- Exponential Smoothing: Trend, Seasonal

Tabular Representation Of Data
- Comparing Categories
- Comparing Variables
- Displaying Statistics
- Row-Column Sub-Totals
- Presentation and Appearance of Tables

Comparing Populations
- Cross-tabulation and Chi square
- One and two sample t-test
- ANOVA
- Non-parametric tests

Relationship Between Variables
- Pearson and Spearman Correlation
- Partial Correlation
- Simple Linear Regression
- Multiple Linear Regression: Direct, Forward selection, Backward elimination

Data Reduction
- Factor Analysis: Principal Components Analysis

Classification
- Hierarchical Clustering
- K-Means Clustering
- Discriminant Analysis

SPSS South Asia Pvt Ltd.

No.2353/1-4, 'Dolphin', 4th Floor, Hennur Main Road, Opp. Harmony Apartments, Kacharakanahalli, Bangalore - 560043

+91-80-41123945 - 948 +91-80-41323618 training@spss.co.in