

EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A:	Division:	Instruction	Date:	November 2001	
B :	Department/ Program Area:	Commerce & Business Admin. HISP	New Course	Revision X	
			If Revision, Section(s) Revised:	Н	
			Date Last Revised:	1991-12: F, N, O, P	
C:	BUSN 3	337 D:	Research Applications I	E: 3	
	Subject & Cou	irse No.	Descriptive Title	Semester Credits	
F:	record informat data for analysi	tion systems with applied compute is, describing data, probability dist	HISP program students, is an introduct er analysis using SPSS. Topics covered ributions, sampling, testing hypotheses,	d include: preparing	
G:	Instruction/Lear	ea: HISP N 337 D: Course No. Scription: This course, restricted for formation systems with applied computed dysis, describing data, probability dist s between variables. of Contact Hours to Types of Learning Settings thods of Instructional Delivery and/or ttings: d Seminars Contact Hours: (per week / semester		Second semester standing or permission of instructor. Effective September 2002: English 12 with a grade of "C" or	
	Lectures and Se	eminars	L Course Corequisites:		
		Number of Contact Hours: (per week / semester for each descriptor)	nil		
	Lecture:	2 Hrs.	J. Course for which this Course is a	a Prerequisite:	
	Other: Total: Number of Week	4 Hrs.	Research Applications II		
		Irs per week = 60 Hrs.	K. Maximum Class Size:		
	10 Weens A	113 ptr week – 00 1113.	24		
L:	College Cree				

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

- 1. Describe data using measures of central tendency and variability;
- 2. Utilize SPSS statistical software to extract data from a database (PRISM), conduct basic statistical computations, and analyze the results.
- 3. Calculate the probability of mutually exclusive, dependent or independent events; apply probability distributions to make estimates;
- 4. Identify appropriate sampling techniques in order to make inferences about the population mean or proportion;
- 5. Set up confidence intervals and conduct tests of significance for the population mean, proportion and variance using small or large samples;
- 6. Set up and conduct tests of hypotheses and interpret results;
- 7. Examine relationships between variables using correlation and linear regression.

N: Course Content

- 1. Review of Descriptive Statistics
 - C scales of measurement
 - C frequency distributions
 - C histograms, graphs and diagrams
 - C averages and variation
 - C using SPSS for computing frequencies, averages and variance
 - C cross-tabulation
- 2. Introduction to SPSS
 - C setting up a data file
 - C defining data
 - C running SPSS/PC+
 - C the PRISM data base
- 3. Probability and Probability Distributions
 - C approaches to probability
 - **C** measures of probability or expectation
 - C mutually exclusive events
 - C independent and dependent events
 - C conditional probabilities
 - C binomial, normal, and poisson distributions
- 4. Sampling Theory and Techniques
 - C types of sampling
 - C surveys
 - C sampling distributions
- 5. Statistical Inference
 - **C** population parameters and sample statistics
 - C sampling distribution of the mean
 - C standard error of the mean

BUSN 337 Research Applications

		С	first limit theorem and central limit theorem
		С	estimation of the population mean
		С	confidence intervals
		С	sample size
		С	estimation of the population proportion
		C	z-scores, t-distribution, chi-square distribution
		C	using SPSS in statistical inference
	6.	Hypot	hesis Testing
	0.	C	null and alternative hypotheses
		Č	test statistics
		Č	test statistics test of significance, decision rule
		C	Type I and Type II error
		C	
		C	z-test, t-test, chi-square test
		L	using SPSS to test statistical hypotheses
	7.		ning Relationships
		С	correlation co-efficient (r)
		С	linear regression
		С	standard error of the estimate
		С	co-efficient of determination
		С	using SPSS to calculate (r) and simple regression lines
0:	Metho	ods of Ins	truction
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100%

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s): Patrick Brown

Education Council/Curriculum Committee Representative

Dean/Director: Jim Sator

Registrar: Trish Angus

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