## Level B (Practise): Introduction to quantitative data analysis

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<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Gibbs G126</td>
<td>Introduction to IBM SPSS, Scripting &amp; Coding; Data Screening &amp; Transformation, Descriptive statistics &amp; Multiple response sets.</td>
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<td>15:00 – 18:00</td>
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<td>12/11/2018</td>
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<tr>
<td>Monday</td>
<td>JHB403</td>
<td>Questionnaire design, Sampling techniques, Group difference tests: T-test, ANOVA, Post-hoc test.</td>
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<td>15:00 – 18:00</td>
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<td>19/11/2018</td>
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<tr>
<td>Monday</td>
<td>JHB404</td>
<td>Predictive analytics, Correlation Analysis, Linear Regression and Multiple Regression, Outliers &amp; Missing values.</td>
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<td>15:00 – 18:00</td>
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<td>26/11/2018</td>
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<tr>
<td>Monday</td>
<td>JHB404</td>
<td>Exploratory Factor analysis; Structural Equation Modelling - Measurement Model; Confirmatory Factor Analysis using IBM SPSS AMOS.</td>
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<td>15:00 – 18:00</td>
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<td>03/12/2018</td>
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<tr>
<td>Monday</td>
<td>JHB404</td>
<td>Structural Equation Modelling - Measurement Model and Structural Model using IBM SPSS AMOS.</td>
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<td>15:00 – 18:00</td>
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<td>10/12/2018</td>
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**Course:** Introduction to foundation of quantitative research methodologies and hands-on workshops with statistical software. Basic analytical skills and data interpretation is constructed for direct application in IBM SPSS and AMOS statistical software packages. The list below is a starting point for your reading; there are many other textbooks on quantitative research methods, data coding, and business statistics. If applicable, try to read as many research reports and journal articles as possible: pick any research on topics that you are particularly interested in and, as you read, take note of how the researchers structure their analytic plan, conduct data analysis, and report their results. Reading original research articles is also a very good way of getting used to the way in which results are reported.
Literature:

Research Articles