ÇANKAYA UNIVERSITY
Faculty of Economics and Administrative Sciences
Course Definition Form

Part I. Basic Course Information

Department Name	MANAGEMENT				Dept. Numeric Code	3 2
Course Code	M A N 3 3 2	Number of Weekly Lecture Hours	3	Number of Weekly Lab/Tutorial Hours	0	Number of Credit Hours	3
Course Web Site	http:// man332.cankaya.edu.tr				ECTS Credit	0 5

Course Name and Other Course Information	
This information will appear in the printed catalogs and on the web online catalog.	
English Name	Statistical Applications for Business
Turkish Name	İşletmeciler için İstatistiksel uygulamalar
Mode of Delivery	Face to Face
Language of Instruction	English

Course Description
Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog.
Maximum 60 words.

This is an application-oriented course and the approach is practical. Students go through several statistical techniques and discuss the appropriate applications for each of them, the assumptions of each method, how to analyze data by using statistical packages as well as how to interpret the results. The course covers a broad range of techniques for exploring and summarizing data, as well as investigating and testing underlying relationships. Students will gain an understanding of when and why to use these various techniques as well as how to apply them, interpret their output, and graphically display the results using statistical packages.

Prerequisites (if any) *Give course codes and check all that are applicable.*	1st	2nd	3rd	4th
	☐ Consent of the Instructor	☐ Senior Standing	☐ Give others, if any.	Prior knowledge in STAT 201 and STAT 202 is strongly recommended.
Co-requisites (if any)	1st	2nd	3rd	4th
Course Type *Check all that are applicable*	☐ Must course for dept.	☐ Must course for other dept.(s)	☒ Elective course for dept.	☒ Elective course for other dept.(s)

Part II. Detailed Course Information

Course Objectives
Maximum 100 words.

In this course, statistical package usage provides a simple, easy to follow, and non-mathematical approach to understanding and using quantitative methods. It is solidly grounded in the context of business and management research, enabling students to appreciate the practical applications of the techniques and procedures explained.

Learning Outcomes
Explain the learning outcomes of the course. Maximum 10 items.

Upon the successful completion of the course students will:
1. Understand the importance and application of statistics and quantitative methods in the field of business
2. Design effective research studies
3. Be able to interpret statistical results
4. Be able to use statistical information meaningfully
5. Be able to use Statistical Package confidently

Textbook(s)
List the textbook(s), if any, and other related main course material.

Author(s)	Title	Publisher	Publication Year	ISBN
Green and Salkind	Using SPSS for Windows and Macintosh: Analyzing and Understanding Data (5th Edition)	Prentice Hall	2007	0131890255

Reference Books
List, if any, other reference books to be used as supplementary material.

Author(s)	Title	Publisher	Publication Year	ISBN

Teaching Policy
Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

Two hours of lecturing and one hour practical application.

Laboratory/Studio Work
Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.

One hour of practical application in computer laboratory .

Computer Usage
Briefly describe the computer usage and the hardware/software requirements for the course.

Statistical Software (Exp: SPSS, Minitab, etc.)

Course Outline
List the weekly topics to be covered.

Week	Topic(s)
1	Mastering the Statistical Package interface
2	Creating and working with data files
3	Defining and creating variables
4	Working with data
5	Working with charts, and output
6	Univariate descriptive statistics
7	Midterm exam
8	Univariate and multivariate analyses
9	Correlation and regression
10	Correlation and regression (Continued)
11	Discriminate analysis
12	Factor analysis
13	Scaling Procedures
14	Nonparametric procedures

Grading Policy
List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm exam	1	50 %						
Final exam	1	50 %						

ECTS Workload
List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (*weekly basis*)	13	3	39
Attending Labs/Recitations (*weekly basis*)	-	-	-
Compilation and finalization of course/lecture notes (*weekly basis*)	13	1	13
Collection and selection of relevant material (*once*)	1	3	3
Self study of relevant material (*weekly basis*)	13	4	52
Take-home assignments	-	-	-
Preparation for quizzes	-	-	-
Preparation for mid-term exams (*including the duration of the exams*)	1	10	10
Preparation of term paper/case-study report (*including oral presentation*)	-	-	-
Preparation of term project/field study report (*including oral presentation*)	-	-	-
Preparation for final exam (*including the duration of the exam*)	1	10	10
TOTAL WORKLOAD **/** 25			127/25
ECTS Credit			**5**

No	**Program Qualifications**	Contribution				
		0	**1**	**2**	**3**	**4**
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.				X	
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.				X	
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.			X		
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.			X		
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.					X
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.				X	
8	Be thereby qualified to conduct research in business administration and management.			X		
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.			X		
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				X	
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.					X

Program Qualifications vs. Learning Outcomes *Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.*

Scale for contribution to a qualification: **0**-none, **1**-little, **2**-moderate, **3**-considerable, **4**-highest