MANCHESTER 1824
The University of Manchester

Alliance Manchester Business School

Doctoral Programme
Course Unit Outline 2022/23

Academic Year	**2022/23**
Unit code:	**BMAN 80030**
Title:	DBA Statistics
Credit rating:	**15**
Semester:	Full Year
Course Coordinator contact details:	Dr. Mahmoud Abdelrahman Mahmoud.abdelrahman@manchester.ac.uk
Pre-requisites:	The course has no specific prerequisites
Co-requisites:	The course has no specific co-requisites
Restrictions:	This course limited to AMBS DBA students

Aims

This course introduces core statistical tools and fundamental aspects of statistical analysis. You will be provided with the key concepts, tools and methods of statistics as well as the opportunity to work through different example cases. You will learn the necessary skills to use and apply statistical analytical tools in research by using SPSS.

Objectives (Learning outcomes)

On completion of this unit successful students will be able to:

- Describe and discuss the key concepts of quantitative tools and techniques used in statistical analysis.
- Critically evaluate the underlying assumptions of quantitative analytical tools by using SPSS.
- Understand and critically discuss the issues surrounding hypotheses testing and significance.
- Discuss critically the uses of parametric and nonparametric statistical tools.
- Report, interpret and describe the findings of statistical analysis.

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Content

- Introduction to Quantitative Analysis
- Exploring Data with Graphs
- Non-Parametric Analysis & Correlation
- Regression Analysis
- Comparing MEANS
- Analysis of variance and compare different samples/groups
- Application of Quantitative Statistical Analysis to your research.

Employability

This course will help in developing the key skills you need to succeed in future careers and build your employability skills as part of your basic toolkit for life. This course will prepare you to work with data in the business environment, using statistical, mathematical and research analytics skills. In this course, you will learn how to present business data through reports and dashboards that reveal key statistics about research and different business cases. This course will enable you to integrate the power of SPSS to make fact-based decisions. Furthermore, it will help you to integrate statistical capabilities quickly into existing environments and get decision-makers the information they need when they need it.

Methods of delivery	
Lectures	3-day workshops - 8 hrs each (24 hrs)
Seminar/Tutorial/Workshop/Lab Hours	4 online webinars - 3 hrs each (12 hrs)
Private Study	80 hours
Directed Reading	34 hours
Total Study Hours	**150 hours**

Attendance

Attendance at all classes is compulsory and will be monitored.

MANCHESTER 1824
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Alliance Manchester Business School

Syllabus and Teaching Schedule

The course will comprise three principal elements:

Topics	Date	Methods of delivery	Sem	Reading Materials
Introduction to the key issues related to statistics and quantitative analysis	5th October 2022 09:00–16:00	A one-day workshop	1	• Field, A. (2013). Discovering statistics using IBM SPSS statistics. sage. • Saunders, M. N., Saunders, M., Lewis, P. & Thornhill, A. (2009). Research methods for
Exploring Data with Graphs	31st October 2022 11:00 – 14:00	Online Webinar	1	• Field, A. (2013). Discovering statistics using IBM SPSS statistics. sage. • Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS. McGraw-Hill International.
Non-Parametric Analysis & Correlation	7th November 2022 11:00 – 14:00	Online Webinar	1	• Field, A. (2013). Discovering statistics using IBM SPSS statistics. sage. • Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS. McGraw-Hill International.
Regression Analysis	14th November 2022 11:00 – 14:00	Online Webinar	1	• Field, A. (2013). Discovering statistics using IBM SPSS statistics. sage. • Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS. McGraw-Hill International.
Comparing MEANS	16th November 2022 11:00 – 16:00	Online Webinar	1	• Field, A. (2013). Discovering statistics using IBM SPSS statistics. sage. • Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS. McGraw-Hill International.

MANCHESTER 1824
The University of Manchester

Alliance Manchester Business School

Topics	Date	Methods of delivery	Semester	Reading Materials
Analysis of variance and compare different samples/groups	7th February 2023 09:30 – 17:30	A one-day workshop	2	• Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. & Tatham, R. L. (2010) Multivariate data analysis (Vol. 7): Prentice Hall Upper Saddle River, NJ. • Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS. McGraw-Hill International.
Application of Quantitative Statistical Analysis to your research	9th February 2023 09:30 – 17:30	A one-day workshop	2	• Saunders, M. N., Saunders, M., Lewis, P. & Thornhill, A. (2009). Research methods for business students, 5/e. Pearson Education India. • Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. & Tatham, R. L. (2010) Multivariate data analysis (Vol. 7): Prentice Hall Upper Saddle River, NJ.

Reading List

Core Text:

- Field, A. (2013). Discovering statistics using IBM SPSS statistics. sage.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. & Tatham, R. L. (2010) Multivariate data analysis (Vol. 7): Prentice Hall Upper Saddle River, NJ.

Supplementary Text:

- Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using SPSS. McGraw-Hill International.
- Saunders, M. N., Saunders, M., Lewis, P. & Thornhill, A. (2009). Research methods for business students, 5/e. Pearson Education India.

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Assessment

Assessment activity	Length required	Weighting within unit	Deadline
Assignment - 1 (weighted 40%): a report related to a business case to apply and critically evaluate different statistical analysis and analytical tools used in the case that will be assigned to you.	3,000-word report	40%	**20th Jan 2023** before 12:00 noon and the feedback to be returned by 7th Feb 2023
Assignment - 2 (weighted 60%): a report related to designing a quantitative research proposal to address the specific topic with the appropriate statistical techniques that will be used in the analysis.	4,000-word report	60%	**4th May 2023** before 12:00 noon and the feedback to be returned by 25th May 2023
Resits: resubmitting the assignment coursework again.			Assignment 1: **30th March 2023** Assignment 2: **30th June 2023**

Marking Process and Feedback

The School follows a fair, rigorous and transparent marking process for your course unit assessment.

Feedback on Assignment and Coursework

Feedback for all assessed coursework and formative assessment will be returned within **15 working days** of the submission deadline. A working day is defined as Monday to Friday, not including bank holidays and excluding student vacation periods and University examination periods.

Date coursework feedback will be returned
Assignment 1: Deadline **20th Jan 2023** before 12:00 noon and the feedback to be returned by 7th Feb 2023
Assignment 2: Deadline **4th May 2023** before 12:00 noon and the feedback to be returned by 25th May 2023

Methods of Feedback from Students/Course Unit Survey

You will receive feedback on the course unit via Turnitin on Blackboard.