



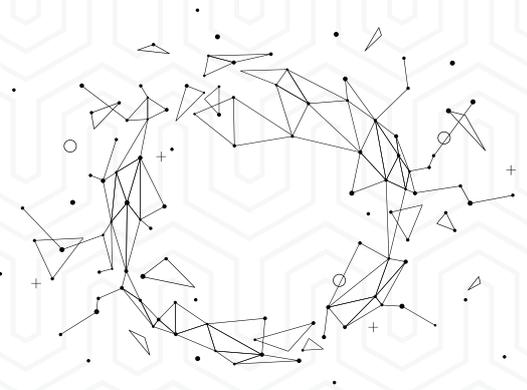
QUANTITATIVE ANALYSIS IN BUSINESS ECONOMICS WITH SPSS

RESUMEN Y PROGRAMA

Technological progress among many other advances means the ability to generate and store a lot of data. This data can be of crucial importance for companies nowadays. It requires the ability to store, process and analyze quantitative data, which constitutes the ground for shaping business strategies.

Therefore, this course aims to provide enough basis for the adequate data exploration, including multivariate analysis of data on which to base the knowledge from simple models to more complex once. This will be done not only from a theoretical point of view, but with primary focus on practical implementations.

After completing the course the student will have sufficient knowledge to design a commercial research, collect and record the data, select necessary methods of the data analysis (both primary and secondary), and to draw relevant conclusions and translate them into practical managerial implications.



DÍA 1

- Basic concepts of quantitative research: fundamentals of commercial research, sampling systems, and basic considerations in drafting questionnaires.
- Basic Data processing: consistency of information base, type of measurement scales, univariate analysis, bivariate analysis and multivariate analysis.

DÍA 2

- Basic knowledge of SPSS statistical tool: working environment, file management, basic data management, and statistical exploitation of the data.

DÍA 3

- Analysis of simple and multiple correspondences: engineering brand image, profile associations, detection of primary relationships between data.

DÍA 4

- Regression Analysis: estimation of the relationship between variables, linear and logistic models prediction. The particular case of the analysis of joint measures.

DÍA 5

- Factor Analysis determination of latent variable structure, synthesis of information.



EQUIPO DE DIRECCIÓN Y PONENTES

Nora Lado is a professor of marketing at the Department of Business Administration at Carlos III University of Madrid. She came to the Carlos III University in January 1991 from UCL (Université Catholique de Louvain), where she followed post-graduate courses on marketing and finance. She did her undergraduate degree in Business Administration in Montevideo and her Ph.D. in marketing at the Universidad Autónoma de Madrid. Nora's research concerns several categories: the measurement of the market orientation degree of the firms and its consequences, the study of international marketing strategies, relationship marketing and brand equity issues.

Vladimir Melnyk is an Assistant Professor of Marketing and Consumer Behavior at the Department of Business Administration at Carlos III University of Madrid. He holds a PhD in Marketing and Consumer Behavior from Wageningen University (The Netherlands), CentER's Research Masters in Marketing from Tilburg University (The Netherlands) and MSc in Economics from CORIPE Piemonte (Turin, Italy). His main research interests lie in the area of consumer decision making, communication strategies, and adoption of innovative products, social influence and peer pressure.

Eline de Vries is Assistant Professor of Marketing in the Department of Business Administration of University Carlos III in Madrid. She received her PhD in Business and Economics, specialized in consumer behavior and consumer neuroscience, from the University of Groningen, The Netherlands. She also holds a MSc. in Research Based Marketing and a MSc. in Social Psychology (Cum Laude). As part of her study Business Administration, Eline studied at the University of Barcelona. Eline was awarded with the Professor Leeftang Thesis Award in 2007.

Maria Simonova is an assistant prof an expert in accounting, analysis and audit and international marketing consultant. She received her MSc. in international trading at Business Training Institute (IFE) of Madrid Chamber of Commerce and Rey Juan Carlos University. As well as MSc in corporate finance and investments at The Stock Exchange Studies Institute of Madrid (IEB) and London School of Economics (LSE). In 2012 Maria was awarded with the Management Research award of the Royal College of Complutense in University of Harvard.



FECHA:

18 to 22 June (2018).



LUGAR DE LA CELEBRACIÓN:

Universidad Carlos III de Madrid, Campus de Getafe.



HORARIO: 18 / 6 / 2018 - Room 9.1.12 - 14.00 to 18.00 h.
19 / 6 / 2018 - Room 9.1.13 - 14.00 to 18.00 h.
20 / 6 / 2018 - Room 9.1.12 - 14.00 to 18.00 h.
21 / 6 / 2018 - Room 9.1.12 - 14.00 to 18.00 h.
22 / 6 / 2018 - Room 9.1.12 - 14.00 to 18.00 h.



PRECIO:

Students of Carlos III University: 150 €
External students: 200 €
Practitioners and companies: 350 €



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