

**Course Profile**  
**Department of Management /Accounting and Audit Program**

Course Number: MAN 363	Course Title: Collecting, Managing and Assessing Data
Required / Elective: Elective	Pre / Co-requisites: -
Catalog Description: The objective of this course is to instruct the concepts of designing and implementing data collection, particularly through surveys. This course focuses on the survey techniques that are implementing in transportation, and logistics. It also aims to introduce sample designs, design of data collection instruments, protocol for undertaking surveys, pilot surveys, pre-test, survey ethics, survey administration, coding and archiving data, computation of sampling errors and statistics, response rates, measures of survey quality, and validation of survey data.	Textbook / Required Material:  Collecting, Managing, and Assessing Data Using Sample Surveys, Peter Stopher, Cambridge University Press, 2012.  Statistics for Business and Economics (11th Edition); James T. McClave, P. George Benson, and Terry Sincich; Prentice Hall, 2010.
Course Structure / Schedule: <b>(3+0+0) 3 / 6 ECTS</b>	
Extended Description: This course provides a thorough, step-by-step guide to the design and implementation of surveys. Topics covered include the ethics of surveys, the design of survey procedures, the design of the survey instrument, how to write questions and how to draw representative samples. Having shown students how to design surveys, discusses a number of issues surrounding their implementation, including repetitive surveys, the economics of surveys, web-based surveys, coding and data entry, data expansion and weighting, the issue of non-response, and the documenting and archiving of survey data.	
Design content: None	Computer usage:
Course Outcomes:  By the end of this course, students will be able to: <ol style="list-style-type: none"> <li>1. To have data readily accessible when it is time to analyze the data.</li> <li>2. To put data into a form that will allow organization to use them to evaluate the program.</li> <li>3. To use the data to judge the extent to which the program is meeting organization expectations.</li> <li>4. To apply what has been learned in evaluating the data toward identifying actions to address areas of concern</li> </ol>	
Recommended reading:  Introduction to Statistics and Data Analysis (4th Edition); Roxy Peck, Chris Olsen and Jay L. Devore, Brooks/Cole, 2011.  Essentials of Contemporary Business Statistics; T.A. Williams, D.J. Sweeney, and D.R. Anderson, Thomson, 2007.	
Teaching methods:	

Exercises, Powerpoint slides, homework

Assessment methods:

Midterms (2) %30

Quizzes + Homework %20

Final %50

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	14	3	42
Lectures	14	3	42
Assignments	5	3	15
Quizzes	3	3	9
Case studies	3	3	9
Midterm	1	16	16
Final Examination	1	17	17

TOTAL: 150 hours / 25 = 6 ECTS

Prepared by: Staff

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