

## Course Profile

### Department of Management / International Logistics Management Program

Course Number: MAN363	Course Title: Collecting, Managing and Assessing Data		
Required / Elective: Elective	Pre / Co-requisites: -		
Catalog Description: The concepts of designing and implementing data collection, particularly through surveys. Special survey techniques for transportation, and logistics. Sample designs, design of data collection instruments, protocol for undertaking surveys, pilot surveys, pre-test, survey ethics and survey administration, coding and archiving data, 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.		
Course Structure / Schedule: <b>(3+0+0) 3 / 6 ECTS</b>			
Extended 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.			
Design content: None	Computer usage: SPSS		
Course Outcomes: By the end of this course, students will be able to: 1. Comprehend data collection options. 2. Understand the strengths and weaknesses of different data collection approaches. 3. Apply different kinds of surveys. 4. Manage and assess the data using statistical methods.			
Recommended reading: -Statistics for Business and Economics (11th Edition); James T. McClave, P. George Benson, and Terry Sincich; Prentice Hall, 2010. - Introduction to Statistics and Data Analysis (4th Edition); Roxy Peck, Chris Olsen and Jay L. Devore, Brooks/Cole, 2011.			
Teaching methods: Lectures, group project, midterm and a final exam.			
Assessment methods: Group project: 30% Midterm: 30% Final: 40%			
Student Workload/ECTS (European Credit Transfer System) Tableau:			
Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	14	3	42

Lectures	14	3	42
Group Project	7	4	28
Midterm	1	18	18
Final Examination	1	20	20
TOTAL: 150 hours / 25 = 6 ECTS			
Prepared by: Staff		Revision Date: 21.06.2012	