



HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

Certificate in Applied Statistics (Sample Survey for Business and Research)

應用統計學證書 (商業及研究抽樣調查)



CEF COURSE CODE 21C09863-9

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Website:

<https://hkuspace.hku.hk/prog/cert-in-applied-statistics-sample-survey-for-business-and-research>

Certificate in Applied Statistics
(Sample Survey for Business and Research)
GS003B / HS 27-105-00 (81)

Application Code: 1665-GS003B



QF Level: 3

QR Registration No.: 16/000888/L3

QR Registration Validity Period: 19 Sep 2016 - on-going

Introduction

This programme provides a basis for future use of probability and statistics, as well as in conducting survey sampling.

Aims & Objectives

The aims are to provide students with knowledge on how to collect, present, and apply business and research data in marketing, strategic planning and research.

Learning Outcomes

Upon completion of this programme, students are able to:

- apply the techniques of survey sampling for business and research purposes;
- collect and compile data for research, business strategic planning and decision making;
- interpret and draw valid conclusions from the survey findings for marketing and other decisions.

Course Structure

- (a) Official statistics for business decisions and research
- (b) Sample surveys for business, marketing, social, medical and other applications
- (c) Key steps in surveys:
 - Sampling design
 - Data collection methods
 - Questionnaire design
 - Pilot testing and reduction of errors
 - Data processing
 - Data analysis methods and graphic presentation
- (d) Probability
- (e) Statistical distributions for business/research applications
- (f) Regression and correlation analysis for business and research
- (g) Time series analysis and business forecasting
- (h) Index numbers for business and other applications
- (i) Statistical testing for decisions
- (j) Report writing for business surveys and research
(Excel will be used for data analyses in this course)

Assessment

Assessment is based on four assignments (30%) and two written examinations (70%).
70% attendance is required for a student to sit in the final written assessment.

Entry Requirements

Applicants should:

- (i) have completed Secondary 5 education and have gained in the HKCEE Grade E in Mathematics or Statistics; or
- (ii) have completed Secondary 6 education and have gained in the HKDSE Examination Level 2 or above in Mathematics or Statistics; or
- (iii) have gained other equivalent qualifications.

Delivery

The programme will be taught by face-to-face lectures and supplemented with tutorials. The total number of contact hours is about 100 and the course will last for about 7 months.

Course Commencement Date

28 January 2019 (tentative)

Day(s) / Time

Every Monday and Friday from 7:00 pm – 10:00 pm **(tentative)**

Venue

HKU SPACE Kowloon East Campus, 28 Wang Hoi Road, Kowloon Bay, Kowloon (Exit B, Kowloon Bay MTR Station) **(to be confirmed)**

Medium of Instruction

English supplemented with Cantonese. Teaching materials will be in English.

Course Fee

\$12,000 (in one single instalment)

Students will be required to pay additional fees for supplementary examination and other re-assessments (if any).

Closing date for application

29 December 2018

Continuing Education Fund

This Certificate in Applied Statistics (Sample Survey for Business and Research) (CEF Code 21C09863-9) is included in the list of Reimbursable Courses under the Hong Kong SAR Government's Continuing Education Fund (CEF). Eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of HK\$10,000 (whichever is the less), on successful completion of the course.

Applicants should submit their CEF applications as soon as they have been accepted, and have paid for the course for which reimbursement of fees is to be made. In any event, it should be made before the commencement of the course. Late applications will not be accepted by the Government.

To be eligible for CEF reimbursement, students must:

- be aged from 18 to 65 at the time of application;
- register with the Office of the Continuing Education Fund before the start of the class;
- fulfil the 70% attendance requirement;
- pass the course assessment successfully.

For more details, please visit the following website or call 3142-2277. You may also obtain the CEF brochure in any of the HKU SPACE enrollment counters.

<http://www.wfsfaa.gov.hk/cef/en/preparation/overview.htm>

Application Procedure

Please complete and return the application form (SF26) with photocopies of relevant academic qualifications to:

College of Life Sciences and Technology
HKU SPACE
13/F, Fortress Tower
250 King's Road
North Point, Hong Kong
(Attn: Ms. Ng)

For  :::: **Continuing Education Fund (CEF) ::::**

This programme has been included in the list of CEF reimbursable programmes. Application for CEF has to be made before commencement of the programme. Details can be found at <http://www.wfsfaa.gov.hk/cef/en/index.htm>

Note: Sufficient postage should be paid to avoid unsuccessful delivery of application.

28 Nov 2018