

Course Name: Survey Methodologies		
Course Code: STAT 208	Course Type (elective, major) Elective	Course Credits: 3
Class Timings: MWF 12:00-12:50 P.M	Section: A	OfficeHours: Tue,Thr 10:00 A.M-12:00 NOON
Instructor Name: Samia Ayub, Department of Statistics FCCU		
A Note from the Instructor: <ul style="list-style-type: none"> ❖ Lectures will be delivered in class face to face. ❖ Lectures and reading Material will be uploaded on Moodle ❖ Quizzes will be performed during class time. ❖ I will upload the statements of assignment(s) on Moodle and submissions will be considered as hard copy during class timings. ❖ Dates for all assessments will be announced during classes. 		
Instructor Contact Details Email: samiaayub@fccollege.edu.pk Office# S-415 Office Hours: 10:00 p.m-12:00 p.m Tue,Thr Guidelines for contacting instructor: Students can contact me during office hours or can take appointment via email. Students can email during weekdays and wait till response.		
Course Description: Pre-requisites if any: NO Mode of Instruction: In-class lectures Mode of peer-to-peer Contact Among Students: Class Activities, Online discussion forums		
Technology Requirements: <ul style="list-style-type: none"> ❖ During class students should have: a computer/ a laptop/ a smartphone with installed scientific calculator in it/ calculator. ❖ During exams scientific calculator is mandatory and smartphone is not allowed. Main Mode of Instruction: in-class lectures. Reading material, statements of the assignments will be uploaded on Moodle.		

Course Objectives:

This course focuses on questionnaire design, survey methods, statistics in research design and data analysis. Essential issues of human research (such as ethical aspects and data protection) are also included.

Learning outcomes:

At the end of the course the student will be able to:

- 1) Design a questionnaire;
- 2) Carry out a survey using either the postal-based or interview method;
- 3) Understand how to analyze survey data;
- 4) Appreciate the issues that are integral to the survey method, such as the ethics of research and data protection;
- 5) Be aware of the problems of survey research, such as questionnaire validity and reliability, and non-response.

Course contents, Learning Material & Activities Schedule

Week #	Topic/Title	Instructional Material	Assessment
1	Purpose of Sample survey, Ethics and Accuracy in Surveys	Power point presentations, worksheets and reading material	
2	Types of Surveys, Choosing a Survey Method		
3	Cornerstones of quality Survey, Errors that affect Accuracy		Quiz#1
4	Web surveys, survey interviewing, Design and evaluation		Assignment # 1
5	Questionnaire Construction, Large and small scale surveys		
6	Estimation of Sample size.		Quiz # 2
7	Validation & Psychometric evaluation of questionnaire		
Mid-exam			
8	Conducting Pilot Survey	Power point presentations, worksheets and reading material	
9	Non response and measurement error		Assignment # 2
10	Validity and Reliability Issues		
11			Quiz # 3

	Visual and Verbal presentation of Survey Results		
12	Reporting Survey Results Revisions and final project presentations		
13	Factor analysis and imputation method		
14	Essential issues of human research		
15	Challenges in Coding and Editing		
16	Project Presentations		
Final Exams			

Note:

- Assessments can be divided into formative and summative:
 - Formative:
 - Students will learn through readings material, lesson notes, group discussions, and lecture slides, etc.
 - Students will practice through worksheets, practice questions and activities etc.
 - Summative:
 - Performance will be assessed through quiz, case study, projects, etc.

Out-of-Class Study Required:

After completion of a topic exercise questions will be provided to the class to prepare for class and/or complete weekly homework. The “best practices” for maximizing their learning is to take notes and review whole work done at the weekend. At least two hours daily study required to pass this course.

Textbooks, Materials, Supplies, and other Resources

- 1) Salant, Dillman, How to conduct your own survey, John Wiley & Sons, Inc.
- 2) Bainbridge, Survey Research, Belmont, California: Wadsworth, Inc.

Course Requirements:

Class Participation: Class attendance; participation in-class activities and discussions

Assignment 1: Data Collection techniques, tabulation, graphs and charts

Assignment 2: Measures of dispersion and correlation

Quiz 1 (marks 10): Survey Types, Designing

Quiz 2 (marks 10): Sample size and Evaluation of Survey

Quiz 3 (marks 10): Validity & Reliability Issues

Grading Legend

Below is the grading legend of FCCU (published in all catalogues and available on the FCCU website) as approved by the Academic Council.

Grades	Quality Points	Numerical Value	Meaning
A	4.00	93-100	

A-	3.70	90-92	Superior
B+	3.30	87-89	Good
B	3.00	83-86	
B-	2.70	80-82	
C+	2.30	77-79	Satisfactory
C	2.00	73-76	
C-	1.70	70-72	
D+	1.30	67-69	Passing
D	1.00	60-66	
F	0.00	59 or below	Failing
NS	0.00	0.00	Did not show up in class
W	-	-	Officially Withdrawn
AW	-	-	Administrative Withdrawal/Dismissal
AU	-	-	Audit/Listener Status
I	-	-	Incomplete
T	-	-	Transferred credit

The entire course is worth 100%, the breakup is as follows (for example):

Class Participation	5%
Assignments:	10%
Quizzes:	10%
Midterm exam:	25%
Final term exam:	40%
Final Project	10%
TOTAL	100%

Missed Assignments/Make-Ups/Extra Credit

- *NO delayed assignments. There will be 50% deduction of marks for late submission after due date.*
- *NO Make-up mid/final exam*
- *NO retake mid/final exam*

Attendance Policy:

If a student does not attend a minimum of 70% of total classes, he/she will not be permitted to take the final examination in the course.

Classroom Participation:

Students must participate in the classroom for class activities and may ask questions related to the lesson taught. Class participation is also included in your grade

Changes to the Syllabus:

This syllabus was designed to convey course information and requirements as accurately as possible. It is important to note however that it **may** be subject to change during the course depending on the needs of the class and other situational factors. Such changes would be for your benefit and you will be notified of them as soon as possible.

Student Support Services

- Students can contact the [Campus Counseling Center](#) at 0331-444-1518 or ccc@fccollege.edu.pk.
- [Writing Center](#)
- [Mercy Health Center](#)

Other Useful Links:

- [Sexual Harassment Policy](#)
- [Anti-Corruption Policy](#)
- [Academic integrity](#)
- [Plagiarism Policy](#)
- [Academic Calendar](#)

I expect that you will strictly follow the core values of FCCU and put your entire efforts to learn as per the course requirements, attend classes, read the textbook(s)/other assigned reading material and do the assignments in the stipulated time period

