

PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO – PPA

UNIVERSIDADE ESTADUAL DE MARINGÁ – UEM
Centros de Ciências Sociais Aplicadas - Departamento de Administração
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PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD5003	1º/2016

DISCIPLINA: Métodos Quantitativos Avançados em Administração**PROFESSOR:** Dr. Valter Afonso Vieira**EMENTA:**

Apresentar os conceitos e práticas fundamentais da análise multivariada de dados aplicada a ciência social aplicada. A disciplina toma por base a aplicação de conceitos de análise correlacional e de análise multivariada de dados, como forma de oferecer ao aluno o suporte quantitativo necessário ao desenvolvimento de suas pesquisas.

AVALIAÇÃO:

25% Apresentação dos seminários (PowerPoint e o que desejar)
25% Orientação para com a aplicação dos exercícios e das bases de dados para com a turma
25% Prova individual sem consulta, 1º dia de aula
25% Exercícios entregues em 2 momentos (impresso e individual ou dupla)

CONTEÚDO PROGRAMÁTICO:**1. Medidas de posição;**

Medidas de dispersão;
Medidas de dispersão simultânea;
Medidas de relação linear;
Processo geral de teste de hipóteses.

2. Análise de Regressão Simples:

Estatísticas associadas;
Processo de análise: diagrama, modelo, estimação de parâmetros, coeficiente de regressão padronizado, teste de significância, intensidade e significância da associação, precisão da predição.

3. Análise de Regressão Logística:

Estatísticas associadas;
Processo de análise: coeficientes de regressão parcial, intensidade de associação, teste de significância, exame dos resíduos;
Multicolinearidade.

5. Teste de médias

Teste-t, ANOVA, F, e pesquisas experimentais

6. Análise multinível

Exames multinível

7. **Teste de médias ANCOVA-GLM**

Covariáveis

6. **Análise Fatorial:**

Conceito básico;

Modelo de análise fatorial;

Estatísticas associadas;

Processo de análise: formulação, construção da matriz de correlação, determinação do método de análise, determinação do número de fatores, rotação dos fatores, interpretação dos fatores, cálculo dos escores fatoriais, escolha das variáveis substitutas, determinação do ajuste do modelo.

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* (Ranked # 1 for the most downloaded article in the history of Journal of Retailing)