


PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO – PPA	
	UNIVERSIDADE ESTADUAL DE MARINGÁ – UEM Centros de Ciências Sociais Aplicadas - Departamento de Administração Av. Colombo, 5.790 – Zona 07 – 87020-900 – Maringá – PR. – Fone/fax: (44) 3011-4976 / 3011-4941

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4083	1º/2013

DISCIPLINA: Análise Multivariada de Dados
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:
 30% Apresentação dos seminários
 10% Folha de síntese de cada artigo (de 2 páginas)
 40% Qualidade do *paper* entregue
 20% Qualidade dos artigos novos relacionados ao *paper*
 Trabalho individual

CONTEÚDO PROGRAMÁTICO:
 Elementos de Análise Correlacional:

1. **Medidas de posição;**
 2. Medidas de dispersão;
 3. Medidas de dispersão simultânea;
 4. Medidas de relação linear;
 5. Processo geral de teste de hipóteses.
2. **Análise de Regressão Simples:**
1. Estatísticas associadas;
 2. 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 Múltipla:**
1. Estatísticas associadas;

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

3. Multicolinearidade.

4. **Análise Discriminante Simples:**

1. Conceito Básico;

2. Relação entre Regressão e Anova;

3. Modelo de Análise Discriminante;

4. Processo de análise: formulação, estimação dos coeficientes, determinação da significância, interpretação dos resultados, validação.

5. **Teste de médias**

1. Teste-t, ANOVA, F, e pesquisas experimentais

6. **Análise Fatorial:**

1. Conceito básico;

2. Modelo de análise fatorial;

3. Estatísticas associadas;

4. 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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