

Module description (syllabus): Badania rynkowe

Module title:	Badania rynkowe	ECTS	4
Module title translation:	Market research		
Module for study direction:	Ekonomia		

Module language: angielski		Study level: 2	
Study cycle: stacjonarne	Module status: kierunkowy - do wyboru	Semester number: 4 semestr letni	
Academic Year from which module description is valid :		2019/2020	Catalogue number: EKR-E-2S-4-24-KF-2019-EN

Person in charge of the module:	Aleksandra Chlebicka, dr		
Teachers responsible for classes:	Aleksandra Chlebicka, dr		
Unit responsible for the module:	Katedra Ekonomiki i Organizacji Przedsiębiorstw		
Faculty in charge:	Wydział Ekonomiczny		
Objectives of the module:	a. developing students' knowledge on the market research process and methods b. developing skills in conducting market research c. understanding links between market research results and business decisions Lectures Definition and role of Market Research; Sources of Market Information; Types of Market Research Studies; Designing Research Studies; Exploratory Research and Qualitative Analysis; Secondary Data Research; Syndicated Data; Survey Research; Observation; Experiments; Questionnaire Design; Sampling Designs and Sampling Procedures; Analysis and Reporting; Forecasting Future Demand and Sales Potential Estimation Classes		
Teaching forms and number of hours:	a. lectures - no of hours: full time study: 30, part-time study. 0		
Teaching methods:	discussion, lectures, case study		
Initial requirements and formal prerequisites:			
Learning outcomes:	Knowledge - knows and understands: selected methods and market research tools, including data collection techniques	Skills - can: select, evaluate and properly interpret information and select and apply appropriate methods and research tools in the field of market research	Competences - is ready for: critical assessment of own knowledge and information received in the field of market research
Assesement methods:	writing exam (efekty: 1), assessment of the project work (effects: 1,2,3), assessment of activities during classes (effects: 3)		
Formal documentation of the learning outcome:			
Elements of the final grade and their weights:	writing exam - 50%, assessment of the project work - 40%, assessment of activities during classes - 10%		
Place of teaching:	classroom		
Teaching materials (obligatory and additional): 1. Brace I., Questionnire Design: How to Plan, Structure and Write Survey Material for Effective Market Research, Kogan Page, London 2008 2. McQuarrie E.F., The Market Research Toolbox. A Concise Guide for Beginners, Sage Publications, London 1996 3. Berg B., Qualitative Research Methods for the Social Sciences, Pearson, 2007			
Remarks: +, ver-lw			

Quantitative indicators describing the module:	
Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	100/0
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	1.4/0 ECTS

Table of compliance of the directional learning outcomes with the effects of the module			
Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	selected methods and market research tools, including data collection techniques	EK2_KW03	3
Skills	select, evaluate and properly interpret information and select and apply appropriate methods and research tools in the field of market research	EK2_KU02	3
Competences	critical assessment of own knowledge and information received in the field of market research	EK2_KK01	3

*) 3 - advanced and detailed, 2 - significant, 1 - basic