

## Module description (syllabus): Badania rynkowe

Module title:	<b>Badania rynkowe</b>	<b>ECTS</b>	<b>5</b>
Module title translation:	Market research		
Module for study direction:	<b>Erasmus</b>		

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

Person in charge of the module:	<b>Aleksandra Chlebicka, dr</b>		
Teachers responsible for classes:	<b>Aleksandra Chlebicka, dr</b>		
Unit responsible for the module:	<b>Katedra Ekonomiki i Organizacji Przedsiębiorstw</b>		
Faculty in charge:	<b>Wydział Ekonomiczny</b>		
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  <b>Lectures</b> 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 <b>Classes</b>		
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:	<b>Knowledge - knows and understands:</b> selected methods and market research tools, including data collection techniques	<b>Skills - can:</b> select, evaluate and properly interpret information and select and apply appropriate methods and research tools in the field of market research	<b>Competences - is ready for:</b> 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:	<b>100/0</b>
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	<b>1.4/0 ECTS</b>

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