COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English Analiza Rynku / Market Analysis	**2.** Course code: Number of ECTS credits: 4 Course completion mode: Exam Course commenced / Year 2019/20

3. Major: E-commerce

4. Department of major coordinator: Department of Market and Consumption

5. Name of course instructor: Lecture: Danuta Babińska   Classes: Danuta Babińska
                  Lab classes …
   Examiner Danuta Babińska

6. Department of course instructor: Department of International Managemenr

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes	30	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	45	
examination (hours)	2	

8. Course timeframe - no. of semesters: 1

   Course commencement / Year 1

   Course commencement / Semester: 2

9. Level of tertiary education: II	**10.** Course status X Compulsory for the major: E- commerce ☐ Compulsory for the specialization … ☐ Elective …

11. Course prerequisites
   Compulsory: -
   Recommended: -

12. Course objectives:

The aim of the course is to make students familiar with the concept of the market as an object of research and analysis, the procedure of analysis and market research, as well as methods of obtaining and processing information and communicating research results on a macro and micro scale for the purposes of decision making.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study analysis		15	0
2.	Discussion		10	0
3.	Active lecture using multimedia techniques		10	0
4.	Presentation		5	0
5.	Interactive lecture		5	0
Total			AS: 45	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Solving case studies		25	0
2.	Preparing final report		20	0
3.	Source material analysis		15	0
4.	Notes study		15	0
Total			BS: 75	BN: 0

Total AS+BS = 120   Total AN+BN = 0
Examination (E) = 2   Examination (E) = 0
Total AS+BS+E= 122   Total AN+BN+E = 0

14. Key words: Market Analysis, Market Research, Consumption Trends, Sources of Information

15. Course content:
1. The market as a subject of research
2. Market analysis – the notion and scopes
3. Market analysis and marketing research
4. Market analysis based on secondary sources of information
5. Building market analysis indicators – macro and micro approach
6. Market trends research
7. Market analysis based on primary sources of information
8. Communication of research results

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
Knowledge			
ECe2_W02#	The student knows in depth the research methods and description tools, including mathematical and statistical as well as IT tools for collecting, analyzing and presenting data on e-commerce and social media.	Written exam	Examples of exam tests
Skills			
ECe2_U01#	Has the ability to select appropriate methods and analysis tools and with their use analyzes phenomena in the framework of electronic economy and the relationships between them, draws conclusions and formulates justified and innovative recommendations, using critically selected concepts, methods and data.	Preparing a report based on secondary sources of information	Examples of reports
Social competences			
ECe2_K02#	Participates in the preparation of economic projects, has the ability to cooperate in a team and lead a team, in the event of difficulties with solving the problem himself, he is ready to consult experts.	Preparing a report based on secondary sources of information	Examples of reports

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1	Written exam		50,00%
2	Final report		30,00%
3	Class activity		20,00%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:
B. Kolb: Marketing research, 2nd ed.. Wyd. Sage, 2018

Suggested readings:

19. Language of instruction: English

20. Course instructors' recommendations: