

## COURSE DESCRIPTION CARD

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

**1. Course title:** International Business Research Methods and Team Consultancy Project  
in Polish / in English Międzynarodowe metody badań naukowych

**2. Course code:**  
Number of ECTS credits: 4  
Course completion mode: Z  
Course commenced/Year:  
2019/2020

**3. Major:** Finance and Accounting, specialisation: Finance and Accounting for International Business

**4. Department of major coordinator:** Department of the Field of Study Coordinator:

**5. Name of course instructor:** Justyna Brzezińska Lecture: Justyna Brzezińska ...  
Classes: Justyna Brzezińska Lab classes ...  
**Examiner:** Justyna Brzezińska

**6. Department of course instructor:** Department of the Field of Study Coordinator:

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures		
classes	45	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	45	
examination (hours)		

**8. Course timeframe - no. of semesters:** 2

Course commencement / Year: 2019/2020

Course commencement / Semester: 2

**9. Level of tertiary education:** master

**10. Course status:**

- Compulsory for the major: X  
 Compulsory for the specialization ...  
 Elective ...

**11. Course prerequisites**

Compulsory: descriptive statistics, mathematical statistics

Recommended: econometrics, economics, management

**12. Course objectives:**

The purpose of the course is to give an introduction to business research methods and the business

research process. The course is designed to equip the student with abilities to independently design and perform a research project in business. A parallel purpose is to enhance the students' critical and reflexive thinking as well as their abilities of oral and written presentation.

Students will demonstrate their grasp of the fundamentals of research by developing and presenting the results of a comprehensive research project (oral presentation and report). Students will conduct their research by developing a management dilemma – research question hierarchy, an appropriate research design with hypothesis testing, and by collecting data, conducting the data analyses, and presenting the findings and conclusions.

Upon completion of this course the student should be able to:

1. Apply and explain approaches and techniques required in performing reliable and valid research.
2. Understand the scientific method and philosophy of research.
3. Understand and explain the terminology involved in conducting research.
4. Demonstrate the methodological and analytical skills relevant to researching a business problem.
5. Present both an oral and written research proposal and report.
6. Develop a conceptual framework for research methodology.
7. Prepare a research proposal leading to a research study.
8. Understand both qualitative and quantitative research methods.
9. Collect and analyze primary and secondary data.
10. Be able to collect, analyze and interpret qualitative and quantitative data.
11. Be able to read, understand, and present research reports.

### 13. Teaching and learning methods:

#### A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Seminar	Classes during which students consult the research task, collect data, and work on methodology	45	
2.	Lecture using multimedia	Multimedia lecture presenting theoretical aspects of the subject	30	
Total			AS: 75	AN:

#### B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Presentation preparation	Presentation preparation from chosen research subject	10	
2.	Project preparation	Preparation of a written project	10	
3.	Self-work using computer	Self-work on research problem	5	
Total			BS:25	BN:

Total AS+BS = 100

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN = 0.....

Examination (E) = 0.....

Total AN+BN+E = 0.....

**14. Key words:** business research, qualitative data, quantitative data, methodology, research project.

**15. Course content:**

**Semester 1**

A course to investigate the techniques of the research process as applied to business and economics. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data. Also, an analysis of pertinent research literature in business and economics is conducted.

Course content:

1. Introduction to the Research Process/Approaches to Business Research
2. Research design
3. Research methodology and philosophy
4. Data collection methods: primary and secondary data
5. Measurement scales
6. Quantitative data analysis
7. Quantitative data analysis
8. Statistical inference
9. Writing and presenting your project report

**Semester 2**

Students prepare a research project based on collected data (primary data or secondary data). As a part of the seminar, consultations are held and an individual proposal for methods of analysis of collected data by the student is proposed. The project should include a research hypothesis, selected research method, methodology, description of a problem and statistical analysis. Students present the final report in the form multimedia presentation in a group providing the presentation on CD, as well as in the form written project.

**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
<u>Knowledge</u>			
FiR2_W02#	Has in-depth knowledge of statistical and mathematical methods in the field of research in finance and accounting	Project and presentation	Written work and project on cd
<u>Skills</u>			
FiR2_U01#	1. Has the skills of in-depth data analysis, data collection and drawing conclusions in the area of conducting in the area of finance and accounting	Project and presentation	Written work and project on cd
FiR2_U04#	2. Is able to use the English language in the field of finance	Project and presentation	Written work and project on cd
<u>Social competences</u>			
FiR2_K01#	Has the ability to critically assess knowledge, draw their own conclusions and discuss the problem in the field of research in finance and accounting	Project	Written work and project on cd

**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.	Report	Preparation of 1 <sup>st</sup> part of the project (1 <sup>st</sup> semester)	60
2.	Presentation	Preparation of a presentation (2 <sup>nd</sup> semester)	20
3.	Report	Preparation of 2 <sup>nd</sup> part of the project (1 <sup>st</sup> semester)	20

\* 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:**

1. Brymar A., Bell E.: Business Research Methods. Wyd. Oxford University Press, 2015.
2. Sekaran U., Bougie R.: Research Methods for Business. A Skill Building Approach. Wyd. Wiley, 2015.

**Suggested readings:**

1. Burns R.B., Burns R.A.: Business Research Methods and Statistics using SPSS. Wyd. Sage Publications Ltd, 2008.
2. Eriksson P., Kovalainen A.: Qualitative Methods in Business Research: A Practical Guide to Social Research. Wyd. Sage Publications Ltd, 2015.
3. Saunders M., Lewis P., Thornhill A.: Research Methods for Business Students. Wyd. Prentice Hall, 2015.

**19. Language of instruction: English****20. Course instructors' recommendations:**

Students should actively participate in the process of collecting data, consulting the sources of their origin and application statistical methods adequate to the collected data.