Uniwersytet Ekonomiczny w Katowicach

PRINCIPLES OF QUALITATIVE AND QUANTITATIVE METHODS

Syllabus

Basic information

Field of study International Business	**Didactic cycle** 2024/25
Speciality -	**Subject code** EKOIBNS.L4KR.0500.24
Organizational unit School of Undergraduate and Graduate Studies	**Lecture languages** English
Study level undergraduate studies	**Mandatory** Obligatory
Study form full-time	**Block** Major courses
Education profile general academic	**Department responsible for the subject** Department of Consumption Research
	Subject related to scientific research No
	Subject shaping practical skills No

Coordinator	Aleksandra Burgiel-Szewc
Teacher	Aleksandra Burgiel-Szewc, Marta Grybś-Kabocik

Period	**Form of teaching, number of hours and method of examination**	**Number of ECTS points**
Semester 3	• lecture: 14, Exam • classes: 28, Credit	4

Goals

Code	Goal
C1	Convincing students of the importance and role of collecting and utilizing market information in the managers' decision-making processes
C2	Describing to students main methods and techniques of qualitative and quantitative reserach
C3	Familiarizing students with various information sources as well as methods of market data collection and analysis
C4	Demonstrating to students procedures and principles of a research process organization

Recommended requirements

Customer behavior

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	names and describes steps in the research process	IBN.L_W03	Written examination - test, Written examination - open-ended questions, Participation in class discussion
W2	distinguishes and classifies various methods of quantitative and qualitative data collection	IBN.L_W04	Written examination - test, Written examination - open-ended questions, Participation in class discussion
W3	gives examples of various sources of market information	IBN.L_W04	Written examination - test, Written examination - open-ended questions, Participation in class discussion
W4	formulates conclusions based on collected data analysis	IBN.L_W03, IBN.L_W04	Written examination - open-ended questions, End-of-course assessment - group project, Participation in class discussion
Skills:			
U1	analyzes company and market situation to identify managerial problems and later transforms them to research problems	IBN.L_U04, IBN.L_U10	Written examination - open-ended questions, End-of-course assessment - group project

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
U2	creates measurement tools for primary data collection	IBN.L_U11	Written examination - open-ended questions, End-of-course assessment - group project
U3	critically selects and uses various methods of data processing, analysis, and presentation	IBN.L_U11	End-of-course assessment - group project, Participation in class discussion
U4	demonstrates business implications of the conducted research results	IBN.L_U04, IBN.L_U10	End-of-course assessment - group project, Participation in class discussion
Social competences:			
K1	is able to adapt to requirements of a team work	IBN.L_K05	End-of-course assessment - group project, Participation in class discussion
K2	takes on various team roles related to the implementation of a research projects	IBN.L_K05	End-of-course assessment - group project, Participation in class discussion

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	1. Information and its role in the managerial decision-making processes; importance of information in a volatile business environment; essence and types of research aimed at obtaining market information	W2, U1	lecture, classes
2.	2. Research process: stages and organization; formulation of the research problem, research objectives and research design	W1, U1	lecture, classes
3.	3. Secondary market data: sources, disadvantages, advantages, opportunities and areas of use	W3, U3	lecture, classes
4.	4. Primary research: data collection methods and techniques; selection of a research method appropriate for the identified research problems	W2, U3	lecture, classes
5.	5. Quantitative research: measurement and scaling in primary quantitative research; designing measurement instruments; principles of questionnaire construction	U2, K1, K2	lecture, classes
6.	6. Basic methods of quantitative data analysis and interpretation	W4, U3	lecture, classes
7.	7. Reporting and graphical presentation of the quantitative research results	U4, K1, K2	lecture, classes

No.	Course content	Subject's learning outcomes	Activities
8.	8. Qualitative research: areas of use; types and methods; reporting qualitative research results	W2, U2	lecture, classes

Course advanced

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using activating techniques, Methods of creative thinking, Student-activating methods supporting the acquisition of soft skills
classes	Task solving, Working on a project, Working on a report, Discussion, Field work, Student-activating methods supporting the acquisition of soft skills, Design, Webquest

Activities	Examination method	Percentage
lecture	Written examination - open-ended questions	25%
lecture	Written examination - test	25%
classes	End-of-course assessment - group project	30%
classes	Participation in class discussion	20%

Activities	Credit conditions
lecture	Students need to pass the classes prior to taking the exam and must pass the exam to get a positive final grade for the course. The final grade is a weighted average of the assessments for the exam and classes, including both teamwork and individual work. FINAL GRADE for the course = 0.3*teamwork + 0.2*individual work + 0.5*exam
classes	Students need to obtain min. 51% points to pass the exercises and to be allowed to take the exam.

Literature

Obligatory

1. Christensen, L.B., Johnson, Burke R., Turner, L.A. (2015), Research Methods, Design, and Analysis. Pearson Education Limited.
2. Dawson, C. (2019), Introduction to Research Methods. A Practical Guide for Anyone Undertaking a Research Project. Constable & Robinson.
3. Walliman, N. (2021), Research Methods. The Basics. Taylor & Francis
4. Sarstedt, M., Mooi, E. (2019), A Concise Guide to Market Research: The Process, Data, Methods, Using IBM SPSS Statistics. Springer.

Optional

1. Brown, T.J., Suter, T.A., Churchill, G.A., (2023/2017), Basic Marketing Research: Customer Insights and Managerial Action. Cengage Learning.
2. Burns A., Bush R., Veeck A. (2019), Marketing Research. Global Edition. Pearson.
3. Forzano, L-A., Rakow, T., Gravetter, F. (2021), Research Methods For The Behavioural Sciences. Cengage Learning.
4. Nunan D., Birks D., Malhotra N. (2020) Marketing Research. Applied Insight. Pearson.

Calculation of ECTS points

Activity form	Activity hours*
lecture	14
classes	28
Analysis of lecture notes	8
Literature study	10
Analysis and interpretation of source materials - statistic data	10
Solving tasks and case studies	15
Preparation of the end-of-course assessment - group project	15

Student workload	**Hours** 100
Number of ECTS points	**ECTS** 4

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
IBN.L_K05	Is ready to think and act in an entrepreneurial way. Recognizes and takes into account the consequences of decisions and actions taken by employees of various types of organizations, in various cultural conditions. Is ready for social interaction, has the ability to adapt to a workgroup, takes on various team roles.
IBN.L_U04	Can apply the acquired theoretical knowledge in the field of international management and related academic disciplines and communicate it to the environment in the form of his own oral and written statements, as well as during debates and discussions.
IBN.L_U10	Is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines to the analysis and assessment of the situation of entities operating on domestic and international markets. Is able to create business strategies, formulate strategic recommendations and management implications and communicate them to the environment in the form of his own oral and written statements as well as during debates and discussions.
IBN.L_U11	Can critically select and use various methods and tools for data processing and analysis to prepare forecasts and model socio-economic phenomena in the international context. Can search for sources of knowledge and experts in the environment and use their support in preparing his own studies. Can use various tools, techniques, channels and forms of communication with stakeholders representing diverse cultural environments.
IBN.L_W03	Knows and understands national and international socio-economic processes to a basic degree, is able to independently draw conclusions based on the collected data.
IBN.L_W04	Knows selected mathematical, statistical and qualitative research methods used in the study of economic sciences and management sciences. Has knowledge of their use in the analysis and reasoning processes in the area of international business.