

## COURSE DESCRIPTION CARD

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

<b>1. Course title:</b> in Polish / in English <b>QUALITATIVE AND QUANTITATIVE RESEARCH METHODS</b>	<b>2. Course code:</b> Number of ECTS credits: 4 Course completion mode: Course commenced / Year 1...
---	--

**3. Major:** International business

**4. Department of major coordinator:** Department of Consumer Research

**5. Name of course instructor:** Lecture ...      Classes prof. S. Ganassali      Lab classes ...  
**Examiner** prof. S. Ganassali...

**6. Department of course instructor:** Department of Consumer Research

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

Type of instruction	Full-time study	Part-time study
lectures		
classes	28	16
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	28	16
examination (hours)	30	18

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year 1

Course commencement / Semester 1

<b>9. Level of tertiary education:</b> Master...	<b>10. Course status</b> <input checked="" type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...
--	--

**11. Course prerequisites**  
 Compulsory:  
 Recommended: Marketing

**12. Course objectives:**

The objective is to provide an overview of the range of qualitative and quantitative research methods that are available in business and management science, especially:

- provide students with the knowledge of the different research methodologies and philosophical approaches that are available to carry out research in business and management science;
- provide students with the knowledge of the research process in business and management science;
- enable students to make informed decisions on the most appropriate methodological choices to carry out their own research;
- prepare students to carry out their own research in business and management science with support of the IT tools (together with reporting and data visualization).

**13. Teaching and learning methods:****A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures provided in an interactive way	10	5
2.	IT tools based methods	Using specialized software dedicated to data analysis, reporting and visualization	13	8
...	Real case study	Group based exercises	5	3
Total			AS:28	AN: 16

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Literature studies	Study the literature, reports, notes..	15	20
2.	Group work with specialized software	Data collection, data analysis and reporting.	45	50
3.	Team work on cases study	Market research report preparation	12	14
...				
Total			BS:72	BN: 84

Total AS+BS = ...100....

Examination (E) = ...2....

Total AS+BS+E= ...102....

Total AN+BN = 100.....

Examination (E) =...2....

Total AN+BN+E = 102.....

**14. Key words: marketing research, research methods, analytical software****15. Course content:**

1. Research philosophy and development of research questions
2. Quantitative Methods (Developing hypotheses, Basic statistics, describing data & probability concepts, Testing for statistical differences, Linear Regression Model and Cross Sectional Regression Model, Models for Categorical and Limited Dependent Variables)

3. Qualitative methods: (Designing a qualitative study; links to philosophical perspectives, Ethnography, observations and focus groups, Interviews and documents; triangulation, Case study method, Approaches to analyzing and interpreting qualitative data)
4. Reporting and data visualization
5. Ethics in Business and Management Research

**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>			
IB2_K05	1. He/She knows the in-depth mathematical, statistical and qualitative research methods used in research in economic sciences and management sciences. He has in-depth knowledge of their use in the processes of analysis and inference in the field of international business.	Final report preparation	Final report
<u>Skills</u>			
IB2_S03	1. He/she can critically select, use and adapt advanced methods and tools for data processing and analysis for the professional preparation of forecasts and modeling of socio-economic phenomena in an international context. He/she can search for sources of knowledge and experts in the environment and use their support when preparing his own studies. Is able to use innovative tools, techniques and forms of communication with stakeholders representing diverse cultural environments in the international context. 2. Can formulate research questions and seek their explanation. Can formulate and test hypotheses related to simple research problems. 3. He/she can acquire knowledge from various sources and develop professional skills, design his own path of education and development and also lead others in this area. ...	Final report preparation	Final report
IB2_S05		Final report preparation	Final report
IB2_S12		Case study report preparation	Case study report
<u>Social competences</u>			
IB2_C02	1. Is ready to recognize the importance of acquired knowledge in the field of international management and related academic disciplines in solving cognitive and practical problems and to consult experts in the event of difficulties in solving the problem on its own. 2. ...	Case study report preparation	Case study report

**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.	Case study reports	Report of the group work	20%
2.	Final Report	Report of the group work	80%
3.			

\* 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:

Saunders, M., Lewis, P. and Thornhill, A. (2012). *Research Methods for Business Students*. Prentice Hall - Financial Times.

## Suggested readings:

1. Nunan D., Birks D., Malhotra N. (2020) *Marketing Research*. Applied Insight, Pearson.

**19. Language of instruction: English****20. Course instructors' recommendations: computers in the classroom**