



Course syllabus

General information

Course title:	Methodology of questionnaire design based on Sphinx Software		
Faculty:	Management	Programme of study:	International Business
Study level: (please tick)	<input checked="" type="checkbox"/> BA <input checked="" type="checkbox"/> MA	Academic year:	2019/20
Number of ECTS points:	4	Course completion method: (please tick)	<input checked="" type="checkbox"/> With an exam <input type="checkbox"/> Without an exam
Language of instruction:	English	Course teaching team:	
		Course leader:	Stéphane Ganassali
		Lectures:	
		Classes:	-
Lab classes:	-		
Department of the course teaching team:	Department of Consumer Research		
Course status: (please tick)	<input type="checkbox"/> Compulsory <input checked="" type="checkbox"/> Elective	Course time frame: (no. of semesters)	open

Contact hours

Course forms	Number of hours
Lectures	30
Classes	-
Lab classes	-
Language classes	-
Seminars	-
Other (e.g. practitioners' lecturers, study trips)	-
Total number of hours	30
Examination (hours)	-

Course objective and key words

Course objective: The objective is to teach students how to implement an online survey focused on consumer behaviour.
Course key words: survey, questionnaire, consumer behaviour

Course contents

1. From the research questions to the web questionnaire
2. Principles of web questionnaire design and wording
3. Web survey dissemination and tracking

Teaching and learning methods

Direct contact hours		
Teaching methods	Description	Number of hours
1. Interactive lectures	Lectures are provided about Web Surveys Design in an interactive way	15

2. Workshops	Workshop are provided to show the students how to use the Sphinx software	10
3. Group discussions	Students in groups of 3 discuss web surveys related problems and implement their projects on the Sphinx software	5
Self-study hours		
Learning method	Description	Number of hours
1. Literature studies and reading source materials	Studying compulsory and recommended literature, studying class notes. Getting familiar with videos and further reading recommended by the teachers and indicated in the textbook	45
2. Group work questionnaire design	Working individually and in group on homework in form of assignments	25
Total number of hours¹ <i>(direct and self-study plus exam hours):</i>		100

Learning outcomes

Code of the learning outcomes	Student learning outcome achieved in the course	Methods of assessing the outcomes	Documentation
Knowledge			
IB1_W05	Student has basic knowledge on the subject of relationships between business entities as well as other subject and institutions creating international and intercultural environment	Written report discussions	Report samples, discussion topics list
IB1_W06	Student differentiates between the relationships typical for entities functioning in international markets	Written report, discussions	Report samples, discussion topics list
IB1_W07	Is aware of the characteristics and the role of entrepreneur operating in international and intercultural settings	Written report, discussions	Report samples, discussion topics list
IB1_W12	Possesses elementary knowledge of international market research, in particular of research problems as well as research methodology, tools and techniques.	Written report, discussions	Report samples, discussion topics list
Skills			
IB1_U01	Student is able to identify and interpret phenomena and business, social and managerial processes occurring in the international scale, along with their conditions	Decision results report	Examples of decision results report
IB1_U02	Student is able to use basic theoretical knowledge concerning international business and associated disciplines in order to interpret and analyse the circumstances of business entities operating on domestic and international markets.	Decision results report	Examples of decision results report
IB1_U07	Student is able to analyse and interpret systems of norms applicable to different cultural, economic and legal circumstances	Decision results report	Examples of decision results report
Social competences			
IB1_K02	Student can cooperate and work on a team, also on involving representatives of other cultures	Working in groups on online case studies	Examples of decision reports and discussion topic for groups

¹ Total number of hours must follow the rule: 25 hours (both direct and self-study) per 1 ECTS point; in case of languages it is 30 hours per 1 ECTS point

IB1_K08	Student is prepared to acquire and enhance international business knowledge on his/her own	Self-work on online decisions, reports, discussions	Examples of decision reports and discussion topic for groups
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Assessment methods

Assessment mode	Description	Weight <i>(percentage of the final grade)</i>
1. Final report	Preparing homework in groups of 3 in the form of an online multilingual survey	100%

Course literature

Compulsory reading list
1.
Recommended reading list
1. Burns AC, Veeck AF and Bush RF (2017), Marketing Research, 8th Edition, Pearson.