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| **Course ID number***(filled by the Dean’s Office)* |  |

**Course syllabus**

**General information**

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| **Course title:** | **Data analysis with Sphinx Software** |
| **Faculty:** | Management | **Programme** **of study:** | International Business |
| **Study level:***(please tick)* | ⌧ BA ⌧MA | **Academic year:** | 2018/2019 |
| **Number of ECTS points:** | 3 | **Course completion method:** *(please tick)* | ⌧ With an exam🞎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)* | 🞎 Compulsory⌧ Elective | **Course time frame:***(no. of semesters)* | open |

**Contact hours**

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| --- | --- |
| **Course forms** | **Number of hours** |
| **Lectures** | 15 |
| **Classes** | - |
| **Lab classes** | - |
| **Language classes** | - |
| **Seminars** | - |
| **Other** *(e.g. practitioners’ lecturers, study trips)* | - |
| **Total number of hours** | 15 |
| **Examination** *(hours)* | - |

**Course objective and key words**

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| **Course objective: The objective is to teach students how to implement an online survey focused on consumer behaviour.** |
| **Course key words: survey, data analysis, statistical tests, consumer behaviour** |

**Course contents**

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| 1. Data preparation
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| 1. Descriptive data analyses
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| 1. Comparative data analyses and statistical tests
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| 1. Introduction to multivariate data analysis
 |
| 1. Results reporting
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**Teaching and learning methods**

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| **Direct contact hours** |
| **Teaching methods** | **Description** | **Number of hours** |
| 1. Interactive lectures
 | Lectures are provided about data analysis in an interactive way | 5 |
| 1. Workshops
 | Workshop are provided to show the students how to use the Sphinx software | 5 |
| 1. Group discussions
 | Students in groups of 3 discuss web surveys related problems and implement their analyses 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 | 15 |
| 1. Group work results reporting
 | Working individually and in group on homework in form of assignments | 45 |
| **Total number of hours[[1]](#footnote-1)** *(direct and self-study plus exam hours)***:** | **75** |

**Learning outcomes**

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| --- | --- | --- | --- |
| **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 |
| 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 |

**Assessment methods**

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| **Assessment mode** | **Description** | **Weight** *(percentage of the final grade)* |
| 1. Final report
 | Preparing homework in groups of 3 in the form of survey results report. | 70% |
| 1. Individual test
 | Multiple choice individual exam based on the contents of the lectures  | 30% |

**Course literature**

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| **Compulsory reading list** |
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| **Recommended reading list** |
| 1. Burns AC, Veeck AF and Bush RF (2017), Marketing Research, 8th Edition, Pearson.
2. Evans JR (2012), Statistics, Data Analysis, and Decision Modeling: International Edition, Pearson
 |

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 [↑](#footnote-ref-1)