

COURSE DESCRIPTION CARD

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

1. Course title: in Polish / in English <i>Methodology of questionnaire design and Data analysis and reporting with Sphinx: Salomon Project</i>	2. Course code: Number of ECTS credits: 4 Course completion mode: Z Course commenced / Year <div style="text-align: right;">2022/2023</div>																														
3. Major: International Business																															
4. Department of major coordinator: Department of Consumption Research																															
5. Name of course instructor: Lecture: Classes: prof. S. Ganassali Lab classes: Examiner: prof. S. Ganassali																															
6. Department of course instructor: University of Savoie MB, France																															
7. Number of contact hours with students: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 35%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td style="text-align: center;">30</td><td></td></tr> <tr><td>classes</td><td style="text-align: center;">-</td><td></td></tr> <tr><td>foreign language classes</td><td style="text-align: center;">-</td><td></td></tr> <tr><td>lab classes</td><td style="text-align: center;">-</td><td></td></tr> <tr><td>seminars</td><td style="text-align: center;">-</td><td></td></tr> <tr><td>e-learning</td><td style="text-align: center;">-</td><td></td></tr> <tr><td>other</td><td style="text-align: center;">-</td><td></td></tr> <tr><td>Total hours</td><td style="text-align: center;">30</td><td></td></tr> <tr><td>examination (hours)</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	30		classes	-		foreign language classes	-		lab classes	-		seminars	-		e-learning	-		other	-		Total hours	30		examination (hours)	-	-
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8. Course timeframe - no. of semesters: 1 semester Course commencement / Year: 2021/22 Course commencement / Semester:																															
9. Level of tertiary education: ... 3 rd year Bachelor, Master level	10. Course status <input type="checkbox"/> Compulsory for the major <input type="checkbox"/> Compulsory for the specialisation... <input checked="" type="checkbox"/> Elective for the major																														
11. Course prerequisites Compulsory: Recommended: marketing																															
12. Course objectives: The objective is to teach students how to implement an online survey focused on consumer behaviour and make recommendation based on the results. The subject is based on cooperation with Salomon.																															
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 are provided about Web Surveys Design in an interactive way	5	
2.	Workshops	Workshop are provided to show the students how to use the Sphinx software	20	
3.	Group discussions	Students in groups of 3 discuss web surveys related problems and implement their projects on the Sphinx software	5	
Total			AS: 30	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
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	20	
2.	Group work questionnaire design and data analysis	Working individually and in group on homework in form of assignments	50	
3.				
Total			BS: 70	BN:

Total AS+BS = 100.....

Examination (E) = 0.....

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

Total AN+BN =

Examination (E) = 0.....

Total AN+BN+E =

14. Keywords:

Marketing research, brand managemet, Sphinx Declic

15. Course content:

1. From the research questions to the web questionnaire
2. Principles of web questionnaire design and wording
3. Web survey dissemination and tracking
4. Data preparation
5. Descriptive data analyses
6. Comparative data analyses and statistical tests
7. Introduction to multivariate data analysis
8. Results reporting

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>			
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
<u>Skills</u>			
IB1_U07	Student is able to analyse and interpret research results and recommend the solutions to the decision problem.	Decision results report	Examples of decision results report
<u>Social competences</u>			
IB1_C05	Is ready to innovate and act in an entrepreneurial, responsive, and proactive manner.	Discussion	discussion topics list

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.	Activity	Active participation in classes	25%
2.	Report.	Written report for Salomon	50%
	Presentation.	Public, oral presentation of an teamwork results.	25%

* 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

Recomended reading list:

1. Marketing Research: An Applied Orientation, Global Edition, **Naresh K. Malhotra**
- 2.

19. Language of instruction:

English

20. Course instructors' recommendations: MS Office, Internet access, multimedia class