

Subject card

Subject name and code	Descriptive Statistics, PG_00132367						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			3.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Statystyki -> Faculty of Management -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Ewa Wycinka				
	Teachers		dr hab. Ewa Wycinka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		15.0		35.0	80
Subject objectives	The aim of this course is to familiarize students with descriptive statistics concepts, such as how to collect and organize data, present it graphically, use statistical measures, and interpret their values to facilitate decision-making.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures	The student knows and understands the principles of making economic decisions by individuals operating within social and business structures.	[SW3] text preparation/written work
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	The student is ready to recognize the importance of knowledge in the field of descriptive statistics in identifying and solving theoretical and practical business problems; is ready to consult experts in case of difficulties in solving business problems on his own;	[SK2] presentation/project/paper/report
	[IBL3_K02] is ready to critically assess own knowledge in the field of international business, economics and finance and complementary disciplines	The student is ready to critically assess their own knowledge in the field of descriptive statistics	[SK4] test/exam - oral or written
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	The student has knowledge that allows them to critically understand international business theory based on data analysis.	[SW4] test/exam - oral or written
	[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	The student knows and understands the basic principles of using descriptive statistics in various activities related to the given qualification	[SW2] presentation/project/paper/report
	[IBL3_U02] can formulate and solve complex and nonstandard issues in international business by employing quantitative and qualitative research methods and tools, as well as advanced communication and information techniques applicable in the field of international business, economics and finance	The student is able to formulate and solve complex and unusual problems related to international business, using methods and tools of descriptive statistics;	[SU2] presentation/project/paper/report
	[IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines	The student is able to interpret and explain economic phenomena, analyze their causes, course and relationships between them, using the acquired knowledge in the field of descriptive statistics;	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	The student is able to perform tasks in conditions of uncertainty, solve statistical tasks, making the appropriate selection of sources, carrying out a critical analysis and synthesis of the collected information and data;	[SU2] presentation/project/paper/report

Subject contents	<ul style="list-style-type: none"> • Basic Concepts of Statistics and Statistical Methods: This includes understanding terms like population, sample, and variable characteristics. It also covers statistical research methods, classification, survey design, and sampling techniques. • Data Processing: Summarizing, organizing, and grouping data. Creating tables, cross-tabulations, and graphical representations. • Descriptive Statistics: Classic and robust measures of central tendency (mean, weighted mean, median, mode) and measures of dispersion (range, variance, standard deviation, coefficient of variation, skewness). • Correlation Analysis: Scatter plots, correlation analysis, calculating and interpreting correlation coefficients, limitations of correlation analysis, applications, coefficient of determination, and regression variance analysis. • Regression: Linear regression with a single independent variable, measures of goodness of fit, regression limitations, • Time Series: Measures of dynamics, simple and composite indices, and trend functions. 														
Prerequisites and co-requisites	<p>Basic Excel</p> <p>Mathematics Applications in Economics and Management</p>														
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 33%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>group task</td> <td>51.0%</td> <td>30.0%</td> </tr> <tr> <td>individual tasks</td> <td>51.0%</td> <td>30.0%</td> </tr> <tr> <td>tests</td> <td>51.0%</td> <td>40.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	group task	51.0%	30.0%	individual tasks	51.0%	30.0%	tests	51.0%	40.0%
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Recommended reading	Basic literature	Statistics for business and economics / Anderson [David R. et al.], Cengage Learning EMEA, 5th edition, cop. 2020.													
	Supplementary literature	<p>Statistics for business and economics / Anderson [David R. et al.], Cengage Learning EMEA, 5th edition, cop. 2020.</p> <p>Applied business statistics : making better business decision / Ken Black, John Wiley & Sons, cop. 2011.</p> <p>Complete business statistics / Amir D. Aczel, Jayavel Sounderpandian, McGraw-Hill Higher Education, 2009</p>													
	eResources addresses	Adresy na platformie eNauczanie:													
Example issues/ example questions/ tasks being completed															
Work placement	Not applicable														

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