

Subject card

Subject name and code	Statistical Market Research, PG_00156699						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	postgraduate studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form				
Conducting unit	Katedra Statystyki -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Jurkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	10.0	0.0	0.0	0.0	20
	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	20		25.0		5.0	50
Subject objectives	To learn about the problems of sample surveys, research techniques and methods, the selection of the sampling frame, the preparation and evaluation of the questionnaire, to acquire the skills to carry out the survey independently. To understand the methods of mathematical statistics (estimation and hypothesis verification), the conditions of their application and practical limitations						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_K04] Integrity: - the student adheres to the principles of business ethics and takes action to comply with these principles, - respects the law, - is objective, can perceive conflicts of interest, - correctly identifies and resolves dilemmas related to the practice of the profession.	Integrity: - adheres to and takes action to uphold the principles of research ethics, correctly identifies and resolves dilemmas related to the profession.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[FiRMU2_U02] The student can use advanced theoretical knowledge to describe the causes and course of economic processes and phenomena. The student can formulate his own critical opinions.	Able to use advanced knowledge to describe the causes and processes in statistical research.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FiRMU2_K06] Creativity: - the student has the ability to think creatively, can go beyond the usual patterns, - can think and act in an entrepreneurial manner, - can flexibly adapt to the changing requirements of the environment.	Creativity: - Has the ability to think creatively, can flexibly adapt market research to the environment.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[FiRMU2_W05] The student has an extended knowledge of advanced methods and tools, including data acquisition and analysis techniques, specific to the social sciences to describe economic structures and institutions and the processes within and between them.	Has an extended knowledge of advanced methods and tools, including data acquisition and analysis techniques in market research.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[FiRMU2_K02] Cooperation: - the student can harmoniously interact and work in a group, assuming various roles in the group, including leadership and supervision of the group, - can agree with the group on goals and division of tasks, - is open-minded, respecting the differences of other team members.	Collaboration: - is able to interact and work harmoniously in a research group, taking on different roles in the group, including leadership and group supervision, - is able to agree with the group on the objectives and division of tasks in a market study.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[FiRMU2_U05] The student correctly uses normative systems and selected norms and rules (legal, professional, moral) to solve in-depth problems in finance and accounting. The student has the ability to efficiently use the normative system appropriate to his specialty.	Has the ability to use the normative system efficiently in market research.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FiRMU2_W04] The student has expanded knowledge of views on economic and social structures and institutions, as well as types of social ties and their historical evolution.	Has an extended knowledge of views on statistical research.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
Subject contents	Complete and sample surveys. Statistical description versus statistical inference. Advantages and disadvantages of specific types of survey. Stages of a survey. Programming and planning a survey. Quality of survey data. Random errors. Non-random errors (completeness and in content). Methods of error identification and reduction. Sources of errors. Types and forms of questionnaires. Types of questions and question formulation technique. Questionnaire coding. Market data analysis methods. Weighting of survey information, determination of weights. Parameter estimation, estimation of error rates. Verification of hypotheses. Analysis of correlations.		
Prerequisites and co-requisites	Knowledge of the basics of probability calculus and basic measures of statistical description		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final project	51.0%	50.0%
	Exam	51.0%	50.0%

Recommended reading	Basic literature	Groves R. M. i in., Survey Methodology, Wiley 2004 Szreder M., Metody i techniki sondażowych badań opinii. wyd. II, PWE, Warszawa
	Supplementary literature	Gruszczyński L. A., Kwestionariusze w socjologii, Wyd. UŚ, Katowice Kaczmarczyk S., Badania marketingowe. Metody i techniki. PWE, Warszawa Kędzior Z., Karcz K., Badania marketingowe w praktyce. PWE, Warszawa Kowal J., Metody statystyczne w badaniach sondażowych rynku. PWN, Warszawa Mazurek-Łopacińska K. (red.), Badania marketingowe. Wyd. AE, Wrocław Nikodemka-Wołowik A. M., Jakościowe badania marketingowe. PWE, Warszawa
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Preparation of a research report (e.g. Professional activity of students up to the age of 26 in first- and second-level studies at Polish universities, Smartphones and students, Willingness to perform micropayments in free-to-play games, Students and artificial intelligence (AI)) What are the sources of errors Discuss the division of research by type of observation What are the types of questionnaires Discuss the advantages and disadvantages of a mail interview Discuss the survey organisation stage	
Work placement	Not applicable	

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