

Subject card

Subject name and code	Research Methodology, PG_00157011						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
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	2		Language of instruction		English		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Statystyki -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Gierusz-Matkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		10.0		0.0	25
Subject objectives	To familiarize students with defining research goals, designing and conducting a research process using qualitative and quantitative methods, finding appropriate data sources and using statistical techniques to achieve results. The purpose of the course is to prepare students to perform empirical research in a bachelor's thesis.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_K03] Communication: - is able to present his view, issue in a way that others can understand - boldly (but thoughtfully) expresses his opinion, is not afraid to ask questions - is able to culturally participate in discussions - is able to give constructive criticism.	Communication: - is able to present his/her view on conducting statistical research in a way that is understandable to others - is not afraid to ask questions - is able to participate in a cultured discussion on the research process and the methods used	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[FiRL3_U07] The student analyses the proposed solutions to problems in the disciplines of management and quality sciences and economics and finance, especially in the field of finance and accounting, and is able to present their advantages and disadvantages and propose appropriate solutions in this regard.	Analyses proposed solutions to problems related to the preparation and conduct of research, is able to present their advantages and disadvantages and propose appropriate solutions in this regard.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[FiRL3_W06] The student has advanced knowledge of methods and tools, including data acquisition and analysis techniques, appropriate to management science and quality, which allow describing economic structures and institutions and the processes within and between them.	Knows advanced methods and tools, including data acquisition and analysis techniques, appropriate for quantitative and qualitative research	[SW2] presentation/project/paper/report
	[FiRL3_K05] Responsibility: - meets deadlines - is able to properly identify priorities for the implementation of the task set by him - consistently strives to achieve the set goal - is able to work systematically and independently - observes the rules and norms of social coexistence.	Responsibility: - meets deadlines - is able to set priorities for preparing report and presentation regarding the conducted research - is able to work systematically and independently or in a group	[SK2] presentation/project/paper/report
	[FiRL3_K01] Self-development: - understands the need for development and lifelong learning - is able to supplement and improve the acquired knowledge and skills - knows his strengths and weaknesses, sets ambitious goals to the best of his ability - knows how to accept failure and admit mistakes.	Self-improvement: - is able to supplement and improve acquired knowledge and skills in the field of quantitative and qualitative research - is able to accept failure and admit a mistake.	[SK1] oral statement/conversation/discussion

Subject contents	1. Research methods general classification and kinds of data used		
	Description of business research process (six steps), research problem vs management decision problem, primary and secondary data, survey as a popular research techniques, census vs sample survey, major categories of errors in sample surveys.		
	2. Designing statistical surveys		
	Problems of population definition, official registers used as sampling frames, nonprobability and probability sampling techniques and their applications.		
	3. Sampling techniques		
	Tables of random digits and computer generators of random numbers, statistical software used for obtaining random samples from particular distributions.		
Prerequisites and co-requisites	4. Preparing a presentation based on statistical research and analysis		
	Identifying data sets and internet resources for the problem at hand, processing data, statistical analysis, drawing conclusions, preparing a presentation.		
	Some knowledge of principles of measuring economic variables and methods of descriptive statistics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Oral presentation of wirtten research report	51.0%	100.0%
Recommended reading	Basic literature	Zikmund W.G., Business Research Methods (5th ed.), The Dryden Press, Malhotra N., Marketing Research. An Applied Orientation. Prentice Hall, Saunders M., Lewis P., Thornhill P., Research Methods for Business Students, Pearson Education Ltd.	
	Supplementary literature	Szreder M., On the Importance of Statistical Confidentiality for the Quality of Survey Data. <i>Statistics in Transition</i> , 2008, vol. 9, no. 1, pp. 183-186. Szreder M., Will big data affect opinion polls? <i>Archives of Data Science, Series A</i> , KIT Scientific Publishing, Vol. 4, No. 1, 2018.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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