

Subject card

Subject name and code	Quantitative and Qualitative Research Methods, PG_00158295						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's 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	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Jurkiewicz				
	Teachers		dr Tomasz Jurkiewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		30.0		85.0	175
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
	[liEMU2_W04] The student has an in-depth knowledge of advanced mathematical, statistical, econometric and IT methods that enable the acquisition, processing and analysis of data reflecting the functioning and growth of the national economy and its components, as well as the phenomena and processes occurring in their environment.	Has in-depth knowledge of methods of statistical data analysis, statistical inference and IT tools for data acquisition, processing and analysis	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	Understands the need to continuously complement and deepen the acquired knowledge with new statistical analysis tools and new data processing tools.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written
	[liEMU2_U02] The student is able to proficiently acquire detailed information about economic processes and phenomena through direct observation, planned experimentation or database queries, as well as collect and process it using modern information technology tools.	Can proficiently acquire data from secondary sources, plan a survey or do a database query, and collect and process data using modern IT tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
Subject contents	Statistical surveys as a tool for obtaining population information. Stages of the survey. Programming and planning of the survey. Quality of survey data. Types and forms of questionnaires. Types of questions and the technique of their formulation. Questionnaire coding. Market data analysis methods.		
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
	Oral/written exam	51.0%	50.0%
	Final research project	51.0%	50.0%
Recommended reading	Basic literature	Groves R. M. i in., Survey Methodology Szreder M., Metody i techniki sondażowych badań opinii	
	Supplementary literature	Gruszczyński L. A., Kwestionariusze w socjologii Kaczmarczyk S., Badania marketingowe. Metody i techniki Kędzior Z., Karcz K., Badania marketingowe w praktyce Kowal J., Metody statystyczne w badaniach sondażowych rynku Mazurek-Łopacińska K. (red.), Badania marketingowe Nikodemska-Wołowik A. M., Jakościowe badania marketingowe	
	eResources addresses		

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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