Subject card

<table>
<tr><td>Subject name and code</td><td colspan="7">Decriptive Statistics, PG_00173338</td></tr>
<tr><td>Field of study</td><td colspan="7">International Business</td></tr>
<tr><td>Date of commencement of studies</td><td colspan="2">October 2025</td><td colspan="2">Academic year of realisation of subject</td><td colspan="3">2025/2026</td></tr>
<tr><td>Education level</td><td colspan="2">Bachelor’s studies</td><td colspan="2">Subject group</td><td colspan="3">Obligatory subject group in the field of study</td></tr>
<tr><td>Mode of study</td><td colspan="2">full-time studies</td><td colspan="2">Mode of delivery</td><td colspan="3">at the university</td></tr>
<tr><td>Year of study</td><td colspan="2">1</td><td colspan="2">Language of instruction</td><td colspan="3">English</td></tr>
<tr><td>Semester of study</td><td colspan="2">2</td><td colspan="2">ECTS credits</td><td colspan="3">3.0</td></tr>
<tr><td>Learning profile</td><td colspan="2">academic</td><td colspan="2">Assessment form</td><td colspan="3"></td></tr>
<tr><td>Conducting unit</td><td colspan="7">Department of Statistics -> Faculty of Management -> Rector</td></tr>
<tr><td rowspan="2">Name and surname of lecturer (lecturers)</td><td colspan="2">Subject supervisor</td><td colspan="5">dr hab. Ewa Wycinka</td></tr>
<tr><td colspan="2">Teachers</td><td colspan="5"></td></tr>
<tr><td rowspan="3">Lesson types</td><td>Lesson type</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Project</td><td>Seminar</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td>0.0</td><td>30.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>30</td></tr>
<tr><td colspan="7">E-learning hours included: 0.0</td></tr>
<tr><td rowspan="2">Learning activity and number of study hours</td><td>Learning activity</td><td colspan="2">Participation in didactic classes included in study plan</td><td colspan="2">Participation in consultation hours</td><td>Self-study</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td colspan="2">30</td><td colspan="2">10.0</td><td>35.0</td><td>75</td></tr>
<tr><td>Subject objectives</td><td colspan="7">Students learn how to collect, organize, and present economic data effectively, how to use computer software to analyse and present datasets. They gain proficiency in calculating and interpreting statistical measures which are crucial for summarizing economic data. They will learn about the possibilities of applying statistical methods in economic and social life. They will develop the ability to select appropriate methods to analyse economic and social phenomena and to interpret the results obtained.</td></tr>
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Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 knows the sources of data in the field of international business, can acquire and analyze data, and is aware of the importance of knowledge about international business in solving business problems. The student discusses any uncertainties that arise during project preparation with the course supervisor.	[SK2] presentation/project/paper/ report
	[IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures	The student identifies statistical methods that support economic decision-making and understands the principles of interpreting the obtained results.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	The student knows data analysis methods that allow for a critical understanding of international business theory.	[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 [SU4] test/exam - oral or written
	[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 select data sources, conduct critical analysis, and synthesize collected information and data.	[SU2] 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

Subject contents	• 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	Basic Excel Mathematics Applications in Economics and Management

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
tests	51.0%	40.0%
group task	51.0%	30.0%
individual tasks	51.0%	30.0%

Recommended reading

Basic literature	Statistics for business and economics / Anderson [David R. et al.], Cengage Learning EMEA, 5th edition, cop. 2020.
Supplementary literature	Statistics for business and economics / Anderson [David R. et al.], Cengage Learning EMEA, 5th edition, cop. 2020. Applied business statistics : making better business decision / Ken Black, John Wiley & Sons, cop. 2011. Complete business statistics / Amir D. Aczel, Jayavel Sounderpandian, McGraw-Hill Higher Education, 2009
eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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