

Subject card

Subject name and code	Descriptive Statistics, PG_00173341						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's 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		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Ewa Wycinka				
	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		5.0		30.0	50
Subject objectives	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.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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;	[SU4] 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	[SW4] test/exam - oral or written
	[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 consults the course instructor in case of difficulties interpreting quantitative phenomena.	[SK4] test/exam - oral or written
	[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
	[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;	[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.	[SU4] test/exam - oral or written
	[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	Mathematics Applications in Economics and Management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
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		

Document generated electronically. Does not require a seal or signature.