

Subject card

Subject name and code	Proseminar, PG_00178639						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor'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	2		Language of instruction			English	
Semester of study	4		ECTS credits			1.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Arkadiusz Kozłowski				
	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		1.0		9.0	25
Subject objectives	The course aims to prepare students for conducting research and writing their diploma thesis.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_U01] The student can analyze and interpret socio-economic processes and phenomena—from the finance and accounting perspective—using knowledge and tools from management, quality sciences, economics, and finance.	The student designs and conducts research, including defining objectives, determining research methods, and collecting data.	[SU2] presentation/project/paper/report
	[FiRL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality, economics, and finance theories and their place in the social sciences system, particularly from the perspectives of finance and accounting.	The student identifies aspects of financial institutions operations that can be subject of scientific research.	[SW2] presentation/project/paper/report
	[FiRL3_K01] The student is prepared to acquire the knowledge necessary to tackle cognitive and practical problems, particularly in finance and accounting. Additionally, the students are ready to assess their current knowledge and the information they receive critically and consult with experts if they have difficulties solving the problem independently.	The student recognises strengths and weaknesses of their research and indicates ways to improve it.	[SK2] presentation/project/paper/report
	[FiRL3_U10] The student can convey information clearly and effectively, presenting their opinions using finance and accounting terminology across various media.	The student conveys research findings using clear and effective language and terminology.	[SU2] presentation/project/paper/report
Subject contents	1. Managerial value of business research. Types of research. 2. Stages in the research process. Data collection, the role of secondary and primary data. 3. Sampling design process: definition of the population, sampling frame, random and non-random sampling techniques. 4. Questionnaire design. 5. Modes of data collection. 6. Sources of errors in survey research. 7. Communicating research results. 8. Preparing diploma thesis (defining objectives and plan of the thesis). 9. References in scientific texts. 10. Using text editor (MS Word).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assignment - conducting research and presenting results	51.0%	100.0%

Recommended reading	Basic literature	Malhotra N.K., <i>Marketing research, An applied orientation</i>, Pearson Education, New Jersey 2010, 6th ed. Saunders M.N.K., Lewis P., and Thornhill A., <i>Research methods for business students</i>, Pearson, Harlow 2023, 9th ed. Zikmund W.G., <i>Business research methods</i>, Thomson/South-Western, Mason, OH 2000.
	Supplementary literature	Sharma J.K., <i>Business Statistics</i>, Vikas, India 2020, fifth edition. Kozłowski A., and Szreder M., <i>Informacje spoza próby w badaniach statystycznych</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. Szreder M., and Kozłowski A., <i>Wnioskowanie na podstawie prób losowych i nielosowych</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2024.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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