

Subject card

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U01] Students can analyze and creatively interpret complex social and economic processes in business decision-making. They use structured knowledge and tools from management, quality sciences, economics, and finance.	The student explains the complexity of the sample survey, its advantages and limitations. The student interprets the results of qualitative and quantitative research and assesses their usefulness in the process of making business decisions.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZARZMU2_U03] Students can obtain and verify data from selected sources, present and analyze economic processes and phenomena.	The student designs and conducts a survey study, including determining the method of sample selection, data collection technique, designing a questionnaire, coding questions, and conducting a basic quantitative analysis of the obtained data. The student obtains data for qualitative research using many methods, including analysis of source documents, structured and semi-structured interviews, observation and participatory observation. The student obtains data for quantitative research using a variety of sources, assesses their reliability and completeness.	[SU2] presentation/project/paper/report
	[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.	The student selects a research method adapted to the objectives of the study and the possibility of its implementation. The student selects a qualitative research method adequate to the research problem being solved.	[SU2] presentation/project/paper/report
	[ZARZMU2_U09] The student can independently plan and implement the learning process, improve professional skills in lifelong management, and guide others in this area.	The student independently searches for information about the latest research methods.	[SU2] presentation/project/paper/report
	[ZARZMU2_W05] The student possesses a thorough understanding of advanced methods and techniques for acquiring, developing, and utilizing data in complex decision-making and management processes.	The student selects sampling methods for non-exhaustive research; identifies possible sources of error in survey research. The student is able to characterize qualitative research methods: the grounded theory method, the case study method, action research, and ethnographic methods.	[SW4] test/exam - oral or written
	[ZARZMU2_W08] The student possesses a deep understanding of management processes, including their objectives, specificity, complexity, and how they relate to other organizational processes, alongside the challenges and dilemmas presented by a dynamically changing environment.	The student recognizes the needs of the company in the field of obtaining and analyzing data from quantitative and qualitative research.	[SW4] test/exam - oral or written
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student identifies processes in the organization that require the acquisition of knowledge from quantitative and qualitative research.	[SW4] test/exam - oral or written

Subject contents	1. The essence of scientific research, theory and scientific method. Research paradigms 2. Methods of reasoning: induction and deduction. Possibilities and limitations of generalization in inductive research 3. The essence of quantitative and qualitative research (types of business research, stages of the research process, importance of secondary and primary data, statistical description and statistical inference) 4. Sample selection in non-exhaustive studies (the essence and determinants of random and non-random sampling techniques, probabilistic and non-probabilistic sampling methods) 5. Data collection techniques (types, pros and cons) 6. Characteristics of survey measurement (questionnaire design, measurement levels and scales, question coding) 7. Accuracy of sample surveys (concept and classifications of errors in sample surveys, random error, coverage error, non-response errors, measurement errors) 8. Economic and financial databases 9. Research hypotheses vs. statistical hypotheses 10. Quantitative data analysis 11. Qualitative methods: case study, grounded theory, ethnographic research, project method, action research		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam	51.0%	50.0%
	Project	51.0%	50.0%
Recommended reading	Basic literature Babbie, E. R. <i>Podstawy badań społecznych</i>. Wydawnictwo Naukowe PWN, Warszawa 2009. Babbie E. <i>Badania społeczne w praktyce</i>. Wydawnictwo Naukowe PWN, Warszawa, 2003. Kaczmarczyk S., <i>Badania marketingowe, metody i techniki</i>, PWE, Warszawa 2002. Kozłowski A., Szreder M., <i>Informacje spoza próby w badaniach statystycznych</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. Myers, M. D. (1997). <i>Qualitative research in information systems</i>. MIS Quarterly, 21(2), 241242. https://doi.org/10.2307/249422. Saunders M.N.K. Lewis P., Thornhill A. (2015). <i>Research Methods for Business Students</i> (7th Edition), Pearson.		

	Supplementary literature	Szreder M. Kozłowski A., <i>Wnioskowanie na podstawie prób losowych i nielosowych</i>, Wydawnictwo UG, Gdańsk 2024. Lim, W. M. (2024). What Is Qualitative Research? An Overview and Guidelines. Australasian Marketing Journal. Yin, R. (2009). Case Study Research. Design and Methods (Fourth Edi). Sage.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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