

Subject card

Subject name and code	Social research designe nad metodology workshop, PG_00177381						
Field of study	International Business						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English English		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski				
	Teachers		dr hab. Jacek Winiarski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		0.0		0.0	30
Subject objectives	The course objective is to develop students' skills in designing, conducting, and critically evaluating socio-economic research. Students will learn key research methods, formulate research problems, select appropriate data collection and analysis techniques, and interpret results within the context of economic theory and business practice.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[IBMU2_W03] knows terminology in the field of international business, international economics and financial relations and complementary disciplines		The student knows and understands terminology and basic concepts in the field of social research methodology, economic research design, and socio-economic data analysis techniques, and is able to apply them in the context of interdisciplinary economic research.		[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task		
	[IBMU2_W04] has an in-depth knowledge of the evolution of theories describing international business and international economic and financial relations		The student has in-depth knowledge of the evolution of theories describing international business and international economic and financial relations, can analyze the development of theoretical concepts and evaluate their application in economic practice.		[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task		

Subject contents	1. Introduction to research methodology in economics 2. Formulating research problems and questions 3. Literature review and source analysis 4. Quantitative research design 5. Qualitative research design 6. Primary data collection methods 7. Surveys and interviews in economic research 8. Secondary data analysis and statistical databases 9. Descriptive statistics in practice 10. Economic hypothesis testing 11. Regression and correlation analysis 12. Research results presentation 13. Ethics in socio-economic research 14. Individual projects - student presentations		
Prerequisites and co-requisites	• Completed courses: Microeconomics, Macroeconomics, Descriptive Statistics • Basic spreadsheet skills (Excel) • Ability to read English academic literature		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Article text	51.0%	50.0%
	Presentation	51.0%	50.0%
Recommended reading	Basic literature	1. Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. 2. Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). SAGE Publications. 3. Field, A. (2018). Discovering statistics using IBM SPSS statistics (5th ed.). SAGE Publications.	
	Supplementary literature	1. Bryman, A., & Bell, E. (2023). Business research methods (6th ed.). Oxford University Press. 2. Creswell, J. W., & Creswell, J. D. (2022). Research design: Qualitative, quantitative, and mixed methods approaches (6th ed.). SAGE Publications. 3. Field, A. (2024). Discovering statistics using IBM SPSS Statistics (6th ed.). SAGE Publications.	
	eResources addresses	Supplementary https://openstax.org/books/psychology-2e/pages/2-introduction - Psychological Research	
Example issues/ example questions/ tasks being completed	• How to measure the pandemic's impact on household saving behavior? • Designing a survey on consumer attitudes toward eco-friendly products • Statistical Office data analysis - labor market trends in Poland • In-depth interviews with entrepreneurs - qualitative methods in economic research • Developing methodology for evaluating EU aid program effectiveness • Case study: bank customer satisfaction research - from design to report • Ethical dilemmas in economic research - case studies		
Work placement	Not applicable		