

Subject card

Subject name and code	Quantitative and Qualitative Research Methods, PG_00178751						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Master'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	part-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	1	ECTS credits			6.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Jurkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	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	32		2.0		116.0	150
Subject objectives	<p>Gaining knowledge about the essence and purpose of scientific research, the essence of scientific theories and the scientific method. Familiarization with methods of reasoning, inference and generalization.</p> <p>Getting to know the specificity of quantitative and qualitative methods, acquiring the ability to select a method for the research problem.</p> <p>Acquiring the ability to search through various economic and financial databases, download data and assess their completeness and reliability. Acquiring the ability to formulate research hypotheses, goals and research questions.</p> <p>Gaining knowledge about non-exhaustive statistical research. Acquisition of practical skills related to the organization and conduct of sample surveys. Acquiring the ability to critically evaluate the results of surveys, understanding the strengths and weaknesses of the survey. Acquiring the ability to quantitatively summarize research results.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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
	[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_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_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_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_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_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

Subject contents	<p>1. The essence of scientific research, theory and scientific method. Research paradigms</p> <p>2. Methods of reasoning: induction and deduction. Possibilities and limitations of generalization in inductive research</p> <p>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)</p> <p>4. Sample selection in non-exhaustive studies (the essence and determinants of random and non-random sampling techniques, probabilistic and non-probabilistic sampling methods)</p> <p>5. Data collection techniques (types, pros and cons)</p> <p>6. Characteristics of survey measurement (questionnaire design, measurement levels and scales, question coding)</p> <p>7. Accuracy of sample surveys (concept and classifications of errors in sample surveys, random error, coverage error, non-response errors, measurement errors)</p> <p>8. Economic and financial databases</p> <p>9. Research hypotheses vs. statistical hypotheses</p> <p>10. Quantitative data analysis</p> <p>11. Qualitative methods: case study, grounded theory, ethnographic research, project method, action research</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1173 794 1200">Subject passing criteria</th> <th data-bbox="799 1173 1141 1200">Passing threshold</th> <th data-bbox="1145 1173 1474 1200">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1207 794 1234">Project</td> <td data-bbox="799 1207 1141 1234">51.0%</td> <td data-bbox="1145 1207 1474 1234">50.0%</td> </tr> <tr> <td data-bbox="453 1240 794 1267">Written exam</td> <td data-bbox="799 1240 1141 1267">51.0%</td> <td data-bbox="1145 1240 1474 1267">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project	51.0%	50.0%	Written exam	51.0%	50.0%
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Project	51.0%	50.0%										
Written exam	51.0%	50.0%										
Recommended reading	Basic literature	<p>Babbie, E. R. <i>Podstawy badań społecznych</i>. Wydawnictwo Naukowe PWN, Warszawa 2009.</p> <p>Babbie E. <i>Badania społeczne w praktyce</i>. Wydawnictwo Naukowe PWN, Warszawa, 2003.</p> <p>Kaczmarczyk S., <i>Badania marketingowe, metody i techniki</i>, PWE, Warszawa 2002.</p> <p>Kozłowski A., Szreder M., <i>Informacje spoza próby w badaniach statystycznych</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.</p> <p>Myers, M. D. (1997). <i>Qualitative research in information systems</i>. MIS Quarterly, 21(2), 241242. https://doi.org/10.2307/249422.</p> <p>Saunders M.N.K. Lewis P., Thornhill A. (2015). <i>Research Methods for Business Students</i> (7th Edition), Pearson.</p>										

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

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