


**KAPITAŁ LUDZKI**  
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez  
Unię Europejską w ramach  
Europejskiego Funduszu  
Społecznego

**UNIA EUROPEJSKA**  
EUROPEJSKI  
FUNDUSZ SPOŁECZNY


Course title			ECTS code	
Research Methodology			11.2.0762	
Name of unit administrating study				
null				
Studies				
faculty		field of study		type
Faculty of Management		Finance and Accounting		first tier studies (BA)
				form
				full-time
				specialty
				all
				specialization
				all
Teaching staff				
prof. dr hab. Mirosław Szreder; dr Anna Gierusz-Matkowska; mgr Teresa Plenikowska-Ślusarz				
Forms of classes, the realization and number of hours			ECTS credits	
Forms of classes			1 participation in lectures - 0.5 ECTS, preparation of the essay - 0.5 ECTS	
Lecture				
The realization of activities				
classroom instruction				
Number of hours				
Lecture: 15 hours				
The academic cycle				
2024/2025 summer semester				
Type of course		Language of instruction		
obligatory		English		
Teaching methods		Form and method of assessment and basic criteria for eveluation or examination requirements		
multimedia-based lecture		Final evaluation		
		Graded credit		
		Assessment methods		
		assignment work – project or presentation		
		The basic criteria for evaluation		
		Written essay aimed at testing student's ability to understand aims and tools of research methodology, including statistical techniques.		
Method of verifying required learning outcomes				
Required courses and introductory requirements				
A. Formal requirements				
No formal initial requirements				
B. Prerequisites				
Some knowledge of principles of measuring economic variables and methods of descriptive statistics.				
Aims of education				
The aim of this subject is to acquaint students with defining research objectives, designing and performing the research process using qualitative and quantitative methods, finding adequate data sources and using statistical techniques to reach findings. It is meant to prepare students for being able to perform empirical study in their bachelor thesis.				
Course contents				
1. Research methods – general classification and kinds of data used				
Description of business research process (six steps), research problem vs management decision problem, primary and secondary data, survey as a popular research techniques, census vs sample survey, major categories of errors in sample surveys.				

**2. Designing statistical surveys**

Problems of population definition, official registers used as sampling frames, nonprobability and probability sampling techniques and their applications.

**3. Sampling techniques**

Tables of random digits and computer generators of random numbers, statistical software used for obtaining random samples from particular distributions.

**4. Preparing a presentation based on statistical research and analysis**

Identifying data sets and internet resources for the problem at hand, processing data, statistical analysis, drawing conclusions, preparing a presentation.

**Bibliography of literature**

Zikmund W.G., Business Research Methods (5th ed.), The Dryden Press,  
Malhotra N., Marketing Research. An Applied Orientation. Prentice Hall,  
Saunders M., Lewis P., Thornhill P., Research Methods for Business Students, Pearson Education Ltd.

**The learning outcomes (for the field of study and specialization)**

FiR\_W06  
FiR\_U07  
FiR\_K01  
FiR\_K03  
FiR\_K05

**Knowledge**

FiR\_W06

The student has advanced knowledge of methods and tools, including data acquisition and analysis techniques, appropriate to management and quality studies, which allows for the description of economic structures and institutions and the processes within and between them, related to conducting research

**Skills**

FiR\_U07

The student analyses the proposed solutions to problems in the disciplines of management and quality studies and finance and accounting, can present their advantages and disadvantages, and suggests appropriate solutions in relation to research methodology

**Social competence**

FiR\_K01

Self-development:

the student understands the need for development and lifelong learning  
can supplement and improve the acquired knowledge and skills  
knows his/her strengths and weaknesses, sets ambitious goals to the best of his/her ability,  
knows how to accept failure and admit mistakes  
related to research methods

FiR\_K03

Communication:

the student can present his/her view/ issue in a way that others can understand,  
courageously (but prudently) expresses his/her opinion, is not afraid to ask questions,  
can culturally participate in the discussion,  
can give constructive criticism  
in relation to research methodology

FiR\_K05

Responsibility:

the student meets deadlines,  
can set priorities appropriately to complete the task set before him/her,  
consistently strives to achieve the set goal,  
can work systematically and independently,  
observes the rules and norms of social coexistence  
while conducting research

**Contact**

mirosław.szreder@ug.edu.pl