



Subject card

Subject name and code	Research Methods, PG_00037708						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2022/2023		
Education level	first-cycle 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	3	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Krzysztof Zięba				
	Teachers		dr inż. Marita McPhillips dr hab. inż. Krzysztof Zięba				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Research Methods BiM 2022/23 - Moodle ID: 22032 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=22032							
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	45		5.0		25.0	75
Subject objectives	The aim of the course is to acquaint students with basic research methods in management						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W08] has a basic knowledge of the methods and tools used to conduct research related to particular areas of business activity	Knows the application of particular research methods for solving problems in management decisions			[SW3] Assessment of knowledge contained in written work and projects		
	[K6_U01] uses basic theoretical knowledge of economics and management and obtains data for interpretation and analysis of phenomena and processes in the organization	Is able to solve management problem by using research methods			[SU1] Assessment of task fulfilment		
	[K6_U13] prepares written papers and oral presentations using basic theoretical approaches and various sources of literature in Polish and foreign languages	Is able to outline a research problem and suggest an appropriate solution by employing research methods			[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_W07] knows statistical and IT methods and tools that enable to obtain and present data on the organisation's resources	Knows ways of using different software applications for analysing and presenting the data in the research project			[SW2] Assessment of knowledge contained in presentation		
	[K6_U02] uses the theoretical knowledge of science to acquire, interpret and analyse processes in the organization	Is able to gather and analyse large datasets in management			[SU2] Assessment of ability to analyse information		

Subject contents	<p>1. Introduction to Scientific Research</p> <p>2. Formulation of the Research Problem / Writing in Science – Scientific Papers, Bachelor Dissertation, Master Dissertation</p> <p>3. Scientific Method at Work / Searching for Sources (Google Scholar, GUT Library Data Bases)</p> <p>4. Quantitative and Qualitative Research Methods, Mixed Methods / Primary and Secondary Data Use. Secondary Data Sources</p> <p>5. Quantitative Methods – an Overview / Mendeley – Using Reference Management Software</p> <p>6. Constructing a Survey / Research Problem, Research Questions, Hypotheses, Choosing Research Method</p> <p>7. Qualitative Methods – an Overview / Quantitative Methods at Work – Selected Examples</p> <p>8. Preparing an Interview / Designing Surveys for Scientific Research</p> <p>9. Conducting an Interview / Survey Data Analysis</p> <p>10. Focus Groups / Survey Results Presentation</p> <p>11. Ethnography and Participant Observation / An Interview – Preparations, Conduct, Typical Pitfalls</p> <p>12. Case Study / Interviews – Classroom Practice</p> <p>13. Grounded Theory / NVivo – Qualitative Data Analysis Software</p> <p>14. Data Triangulation / Focus Group – Classroom Exercise</p> <p>15. Test / How to Build a Case Study</p>											
Prerequisites and co-requisites	No requirements											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="451 1413 794 1447">Subject passing criteria</th> <th data-bbox="794 1413 1137 1447">Passing threshold</th> <th data-bbox="1137 1413 1477 1447">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 1447 794 1480">Research proposal</td> <td data-bbox="794 1447 1137 1480">60.0%</td> <td data-bbox="1137 1447 1477 1480">50.0%</td> </tr> <tr> <td data-bbox="451 1480 794 1518">Written test</td> <td data-bbox="794 1480 1137 1518">60.0%</td> <td data-bbox="1137 1480 1477 1518">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Research proposal	60.0%	50.0%	Written test	60.0%	50.0%
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Written test	60.0%	50.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Mark N. K. Saunders, Philip Lewis, Adrian Thornhill, Research methods for business students, Pearson Education 2009</p> <p>Quinlan, Babin, Carr, Griffin and Zikmund; Business Research Methods, Cengage 2018</p> <p>no requirements</p>										
Example issues/ example questions/ tasks being completed	<p>Provide a research aim</p> <p>Prepare a questionnaire for interview with a list of closed questions in your research project</p> <p>Discuss ethical issues in research process</p>											

