



## Subject card

|   |  |   |                                     |            |  |         |     |
|---|--|---|-------------------------------------|------------|--|---------|-----|
| Subject name and code                       | QUALITATIVE METHODS FOR MARKET RESEARCH, PG_00037863   |   |                                     |            |  |         |     |
| Field of study                              | Management   |   |                                     |            |  |         |     |
| Date of commencement of studies             | October 2021   | Academic year of realisation of subject   |                                     |            | 2021/2022  |         |     |
| Education level                             | second-cycle studies   | Subject group   |                                     |            | Obligatory subject group in the field of study<br>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                               | 1  | Language of instruction   |                                     |            | English  |         |     |
| Semester of study                           | 2  | ECTS credits  |                                     |            | 2.0  |         |     |
| 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   |   | mgr inż. Agnieszka Kozłowska        |            |  |         |     |
|   | Teachers   |   | mgr inż. Agnieszka Kozłowska        |            |  |         |     |
| Lesson types and methods of instruction     | Lesson type  | Lecture   | Tutorial                            | Laboratory | Project  | Seminar | SUM |
|   | Number of study hours  | 0.0   | 30.0                                | 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  | 2.0                                 | 18.0       | 50   |         |     |
| Subject objectives                          | The aim of the course is to acquaint students with basic qualitative methods in market research in enterprise management   |   |                                     |            |  |         |     |
| Learning outcomes                           | Course outcome   | Subject outcome   |                                     |            | Method of verification   |         |     |
|   | [K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena | A student can employ different qualitative research methods in analysing the situation of an enterprise.  |                                     |            | [SU4] Assessment of ability to use methods and tools   |         |     |
|   | [K7_U04] models and forecasts socio-economic processes using advanced quantitative and qualitative methods   | A student is able to prepare main conclusions on the qualitative market research they have made           |                                     |            | [SU2] Assessment of ability to analyse information   |         |     |
|   | [K7_W08] has an in-depth knowledge of selected methods and techniques supporting economic decision-making processes  | A student knows the use of different research methods for solving market problem in enterprise management |                                     |            | [SW3] Assessment of knowledge contained in written work and projects   |         |     |
|   | [K7_K04] acts in accordance with the principles of building relations and managing processes and projects, organizing them for the benefit of the company and anticipating the consequences of decisions made                  | A student is able to implement work division in running a research project                                |                                     |            | [SK1] Assessment of group work skills  |         |     |

| Subject contents   | <p>1.Introduction to the course, coursework, deadlines,</p> <p>2.Research problem, aims and objectives</p> <p>3.Philosophical issues in qualitative research</p> <p>4. Qualitative vs quantitative research – differences</p> <p>5.Creating and collecting qualitative data –Interviews</p> <p>6.Creating and collecting qualitative data - Participant observation, observation, shadowing,</p> <p>7.Creating and collecting qualitative data - Focus groups part</p> <p>8. Elements of qualitative data analysis.part</p> <p>9. Analysing qualitative data.</p> <p>10.Final report preparation</p> <p>11.Final presentations</p>  |   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
|--|---|---|--|--------------------------|-------------------|-------------------------------|-------------------|-------|-------|-------------------------------|-------|-------|----------------------------|-------|-------|
| Prerequisites and co-requisites                          |   |   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Assessment methods and criteria                          | <table border="1"> <thead> <tr> <th data-bbox="453 1023 794 1055">Subject passing criteria</th> <th data-bbox="799 1023 1141 1055">Passing threshold</th> <th data-bbox="1145 1023 1473 1055">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1061 794 1093">Class preparation</td> <td data-bbox="799 1061 1141 1093">60.0%</td> <td data-bbox="1145 1061 1473 1093">10.0%</td> </tr> <tr> <td data-bbox="453 1099 794 1131">Research results presentation</td> <td data-bbox="799 1099 1141 1131">60.0%</td> <td data-bbox="1145 1099 1473 1131">10.0%</td> </tr> <tr> <td data-bbox="453 1137 794 1160">Report on research project</td> <td data-bbox="799 1137 1141 1160">60.0%</td> <td data-bbox="1145 1137 1473 1160">80.0%</td> </tr> </tbody> </table> |   |  | Subject passing criteria | Passing threshold | Percentage of the final grade | Class preparation | 60.0% | 10.0% | Research results presentation | 60.0% | 10.0% | Report on research project | 60.0% | 80.0% |
| Subject passing criteria                                 | Passing threshold   | Percentage of the final grade   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Class preparation  | 60.0%   | 10.0%   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Research results presentation                            | 60.0%   | 10.0%   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Report on research project                               | 60.0%   | 80.0%   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Recommended reading                                      | Basic literature  | <b>Alan Bryman and Emma Bell</b> , Business Research Methods, OUP, Oxford 2011  |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
|  | Supplementary literature  | <p>Silverman, D. (2007/2013). A Very Short, Fairly Interesting and Reasonably Cheap Book about Qualitative Research, Sage (This book provides you with a very unusual approach to understanding qualitative research methods) 1<sup>st</sup> or 2<sup>nd</sup> ed.</p> <p><b>Flick, U. (2009)</b>. <i>An introduction to qualitative research</i>. <a href="#">Sage Publications</a></p> <p>Yin R. (2003). <i>Case Study Research. Design and Methods</i>. 3<sup>rd</sup> ed. Sage Publications</p> <p>Mason J., <i>Qualitative researching</i>, Sage Publications, 1<sup>st</sup>/2<sup>nd</sup> ed.</p> |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
|  | eResources addresses  |   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Example issues/ example questions/ tasks being completed | <p>Prepare a list of research questions in your project.</p> <p>Provide examples of research where focus groups are used.</p> <p>Prepare a plan for in-depth interview.</p>   |   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |
| Work placement   | Not applicable  |   |  |                          |                   |                               |                   |       |       |                               |       |       |                            |       |       |