



## Subject card

|   |   |  |   |                                     |  |            |     |
|---|---|--|---|-------------------------------------|--|------------|-----|
| Subject name and code                       | Research Methods, PG_00037708   |  |   |                                     |  |            |     |
| Field of study                              | Management  |  |   |                                     |  |            |     |
| Date of commencement of studies             | October 2022  |  | Academic year of realisation of subject   |                                     | 2023/2024  |            |     |
| Education level                             | first-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                               | 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 -> Faculty of Management and Economics   |  |   |                                     |  |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor  |  | dr hab. inż. Krzysztof Zięba  |                                     |  |            |     |
|   | Teachers  |  | mgr Magdalena Licznarska<br>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  |  |   |                                     |  |            |     |
| 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_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_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_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   |            |     |
|   | [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_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   |            |     |

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| 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 | Subject passing criteria   | Passing threshold   | Percentage of the final grade |
|                                 | Research proposal  | 60.0%   | 50.0%                         |
|                                 | Written test   | 60.0%   | 50.0%                         |
| Recommended reading             | Basic literature   | <p><a href="#">Mark N. K. Saunders, Philip Lewis, Adrian Thornhill</a>, Research methods for business students, Pearson Education 2009</p> <p>Quinlan, Babin, Carr, Griffin and Zikmund; Business Research Methods, Cengage 2018</p>        |                               |
|                                 | Supplementary literature   | no requirements   |                               |
|                                 | eResources addresses   | <p>Adresy na platformie eNauczanie:</p> <p>Research Methods BiM 2023/24 - Moodle ID: 28760</p> <p><a href="https://enauzanie.pg.edu.pl/moodle/course/view.php?id=28760">https://enauzanie.pg.edu.pl/moodle/course/view.php?id=28760</a></p> |                               |

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| Example issues/<br>example questions/<br>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> |
| Work placement   | Not applicable  |

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