



Subject card

Subject name and code	QUALITATIVE METHODS FOR MARKET RESEARCH, PG_00037863						
Field of study	Management						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2022/2023		
Education level	second-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	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		dr Natalia Przybylska				
	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 merket research in enterprise management						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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		
	[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_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_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		

Subject contents	1.Introduction to the course, coursework, deadlines,		
	2.Research problem, aims and objectives		
	3.Philosophical issues in qualitative research		
	4. Qualitative vs quantitative research differences		
	5.Creating and collecting qualitative data Interviews		
	6.Creating and collecting qualitative data - Participant observation, observation, shadowing,		
	7.Creating and collecting qualitative data - Focus groups part		
	8. Elements of qualitative data analysis.part		
	9. Analysing qualitative data.		
	10.Final report preparation		
	11.Final presentations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	50.0%	50.0%
	Research results presentation	50.0%	50.0%
Recommended reading	Basic literature	Alan Bryman and Emma Bell , Business Research Methods, OUP, Oxford 2011 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 st or 2 nd ed. Flick, U. (2009) . An introduction to qualitative research. Sage Publications Yin R. (2003) . <i>Case Study Research. Design and Methods</i> . 3 rd ed. Sage Publications Mason J. , Qualitative researching , Sage Publications, 1 st /2 nd ed.	
	Supplementary literature	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 st or 2 nd ed. Flick, U. (2009) . An introduction to qualitative research. Sage Publications Yin R. (2003). <i>Case Study Research. Design and Methods</i> . 3 rd ed. Sage Publications Mason J., <i>Qualitative researching</i> , Sage Publications, 1 st /2 nd ed.	

	eResources addresses	Adresy na platformie eNauczenie: 2023_IM 2sem_Qualitative methods for market research - Moodle ID: 18056 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=18056
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	