



## Subject card

|   |  |  |   |                                     |  |            |     |
|---|--|--|---|-------------------------------------|--|------------|-----|
| Subject name and code                       | RESEARCH METHODS, PG_00061196  |  |   |                                     |  |            |     |
| Field of study                              | Management   |  |   |                                     |  |            |     |
| Date of commencement of studies             | October 2023   |  | Academic year of realisation of subject                                     |                                     | 2025/2026  |            |     |
| 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                               | 3  |  | Language of instruction   |                                     | Polish   |            |     |
| Semester of study                           | 5  |  | ECTS credits  |                                     | 4.0  |            |     |
| Learning profile                            | general academic profile   |  | Assessment form   |                                     | assessment   |            |     |
| Conducting unit                             | Department Of Entrepreneurship -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej |  |   |                                     |  |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor   |  | dr hab. inż. Krzysztof Zięba  |                                     |  |            |     |
|   | Teachers   |  | 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   |   | 8.0                                 |  | 47.0       | 100 |
| 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_U04] formulates logical solutions to complex or unstructured problems                                |  | The student formulates exemplary research problems and research hypotheses. |                                     | [SU1] Assessment of task fulfilment  |            |     |
|   | [K6_W07] professionally analyzes economic, financial and social phenomena                                |  | The student analyses empirical data and draws conclusions on that basis.    |                                     | [SW1] Assessment of factual knowledge  |            |     |

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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  |
|                                 | Written test   | 60.0%             | 50.0%  |
|                                 | Research proposal  | 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   |                   | Adresy na platformie eNauczanie:   |

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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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