



Subject card

Subject name and code	RESEARCH METHODS, PG_00061196						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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	3		Language of instruction		English		
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						
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	Applies appropriate methods to solve formulated research problems in management processes						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W07] professionally analyzes economic, financial and social phenomena		formulates a research problem and selects an appropriate analytical method to solve it		[SW1] Assessment of factual knowledge		
	[K6_U04] formulates logical solutions to complex or unstructured problems		analyzes the obtained data on the selected process, obtaining a satisfactory solution		[SU1] Assessment of task fulfilment		
Subject contents	Introduction to scientific research Formulation of the research problem / writing in science scientific papers, bachelor dissertation, master dissertation Scientific method at work / searching for sources (Google scholar, GUT library data bases) Quantitative and qualitative research methods, mixed methods / primary and secondary data use. secondary data sources Quantitative methods an overview / Mendeley using reference management software Constructing a survey / research problem, research questions, hypotheses, choosing research method Qualitative methods an overview / quantitative methods at work selected examples Preparing an interview / designing surveys for scientific research Conducting an interview / survey data analysis Focus groups / survey results presentation Ethnography and participant observation / an interview preparations, conduct, typical pitfalls Case study / interviews classroom practice Grounded theory / NVivo qualitative data analysis software Data triangulation / focus group classroom exercise Test / how to build a case study						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Research project concept		60.0%		50.0%		
	Written test		60.0%		50.0%		

Recommended reading	Basic literature	Mark N. K. Saunders, Philip Lewis, Adrian Thornhill, Research methods for business students, Pearson Education 2009 Quinlan, Babin, Carr, Griffin and Zikmund; Business Research Methods, Cengage 2018
	Supplementary literature	Brak.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Formulate the research goal Prepare a face-to-face interview questionnaire using closed questions for a research project Describe the ethical dilemmas that a researcher may encounter in the course of his work	
Work placement	Not applicable	

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