



### COURSE SPECIFICATION

Course code	full-time studies	<b>Z-ZB-E-308</b>
	part-time studies	-
Course title in English	<b>Market research</b>	
Course title in Polish	<b>Badania rynkowe</b>	
Valid from academic year	<b>2025/2026</b>	

### PLACEMENT IN THE TEACHING PROGRAM

Programme of study	<b>BUSINESS MANAGMENT</b>
Level of education	<b>1<sup>st</sup> degree</b>
Studies profile	<b>academic</b>
Form and mode of study	<b>full-time programme</b>
Scope	<b>all</b>
Academic unit responsible for the course	<b>Department of Economics and Finance</b>
Course coordinator	<b>dr hab. Agnieszka Piotrowska-Piątek, prof. uczelni</b>
Approved by	<b>dr hab. inż. Dariusz Bojczuk, prof. uczelni</b>

### GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		<b>Directional subject</b>
Course status		<b>Obligatory</b>
Language of instruction		<b>English</b>
Semester of delivery	full-time studies	<b>Semester III</b>
	part-time-studies	-
Prerequisites		<b>Macroeconomics, Marketing, Organisation and management</b>
Exam (YES/NO)		<b>NO</b>
ECTS		<b>2</b>

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	<b>15</b>			<b>15</b>	
	part-time					



### LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student knows the essence and areas of market research. Understands the need for market research as one of the important areas of functioning of modern enterprises.	ZB1_W01 ZB1_W11
	W02	The students knows the research process.	ZB1_W01 ZB1_W11
	W03	The student knows the sources, methods and tools for obtain data for market research, as well as the types and methods of market research.	ZB1_W01 ZB1_W11
Skills	U01	The student is able to use the research methods and tools and use the research results to solve the enterprise's problems.	ZB1_U02 ZB1_U09 ZB1_U13
	U02	The student is able to prepare and present a report on the conducted research.	ZB1_U09 ZB1_U13
	U03	The student has the ability to present his/her own position, supporting it with arguments based on the results of the conducted research.	ZB1_U09 ZB1_U13
Social competences	K01	The student is able to work in a team, shows responsibility for the tasks entrusted to him/her, is aware of the importance of ethics in professional life.	ZB1_K03 ZB1_K07
	K02	The student is aware of the need to improve professional qualifications due to economic progress.	ZB1_K02

### COURSE CONTENT

Method of conducting classes	Course content
lecture	The essence and role of market research in business activities. Areas of market research. Consumer market research. B2B market research. Market research process and organization. Desk research in market research. Use of observations, in-depth interviews, focus groups, telephone and direct interviews, and questionnaire-based methods in market research. Ethics in market research.
project	Carrying out a team market research project (defining the problem and purpose of the research, defining the research population, selecting the research method and tools, defining the research budget and schedule). Conducting the research. Analyzing the results, preparing and presenting the research report.

### METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01			X			
W02			X			
W03			X			
U01				X		
U02				X		
U03				X		
K01				X		X
K02						X



### FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Semester colloquium - passing grade of at least 50% of the written test.
project	Credit with grade	Assessment based on team project.

### STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15		15			
2.	Other (consultations, exams)	2		2			h
3.	Total number of contact hours	34					h
4.	Number of ECTS credits for contact hours	1,4					ECTS
5.	Number of hours of independent student work	16					h
6.	Number of ECTS points that a student obtains through independent work	0,6					ECTS
7.	Workload related to practical classes	25					h
8.	Number of ECTS credit points which a student receives for practical classes	1,0					ECTS
9.	Total number of hours of a student's work	50					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	2					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR

### READING LIST

1. Hague P. (2021), *Market Research in Practice*, Kogan Page Ltd.
2. Mercury Learning and Information, Gonclaves M., (2024), *Market Research and Analysis*, Mercury\_Learning (ebook).
3. Wilson A. (2000), *Market Research: Delivering Customer Insight*, Palgrave, Macmillan Higher Education.