

1.	<b>Field of study</b>	<b>Human Resource Management in Organisation</b>
2.	Faculty	Faculty of Social Sciences
3.	Academic year of entry	2023/2024 (winter term), 2024/2025 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	part-time

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Badania rynkowe i marketingowe</b>
Module code	W3-ZZ-N1-BRIM
Number of the ECTS credits	2
Language of instruction	Polish
Purpose and description of the content of education	Celem przedmiotu jest zapoznanie studentów z procedurą projektowania badań marketingowych i rynkowych, w szczególności z wykorzystywanymi w tym obszarze metodami i technikami badawczymi. Studenci poznają zasady konstrukcji narzędzi badawczych, a także zapoznają się z najważniejszymi obszarami badań rynkowych i marketingowych.
List of modules that must be completed before starting this module (if necessary)	[W3-ZZ-N1-WDBS] Wprowadzenie do badań społecznych

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
K01	jest przygotowany do pracy w zespole, doskonali swoje kompetencje komunikacyjne, ma świadomość konieczności komplementarnego podziału zadań w zakresie planowania procesu badawczego	K01 K04	5 4
U01	potrafi dokonać weryfikacji, analizy i interpretacji materiału badawczego	U04 U08	5 4
U02	potrafi zaplanować i zrealizować badania rynkowe lub marketingowe zgodnie z algorytmem procesu badawczego	U01 U03	5 5
W01	zna istotę, obszary i mechanizmy badań rynku, a także zasady projektowania i prowadzenia badań marketingowych i rynkowych, ze szczególnym uwzględnieniem metod i technik stosowanych do realizacji tego typu badań	W05 W06	5 4

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>

b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
e02	Practical methods	Production exercise – workshop <i>an activity involving the creation of an object/product according to the rules/principles/description provided by the academic teacher acting as the workshop master</i>
f03	Methods of self-learning	Conceptual work <i>a (mainly intellectual) activity carried out independently (or in a selected group) resulting in the creation of a concept, idea or project; creating a plan based on a vision; developing a general outline of a project; producing a simplified sketch of the variant versions of a procedure/product/work</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
01	workshop	18	course work	K01, U01, U02, W01	a03, b04, e02, f03

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	No
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	Yes
b02	Consulting the curriculum and the organization of classes	Verification / adjustment / discussion of syllabus provisions <i>consulting the content of the syllabus, possibly in the presence of the year tutor or members of the class group, and, if necessary, reassessing the provisions concerning special conditions for class participation, e.g., space and time requirements, technical and other requirements, including conditions for participation in classes outside the walls of the university, classes organized in blocks, organized online, etc.</i>	Yes
b03	Consulting the curriculum and the organization of classes	Consulting the schedule <i>getting acquainted with the class schedule, possibly in the presence of the year tutor, in order to optimize participation in classes, including those supplementary to the core subjects listed in the pursued study programme</i>	Yes

c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>	No
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes <i>reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes</i>	Yes
d02	Consulting the results of the verification of learning outcomes	Development of a corrective action plan as well as supplementary/corrective tasks <i>reviewing and selecting tasks and activities enabling the elimination of errors indicated by the academic teacher, their verification or correction resulting in completing the task with at least the minimum passing grade</i>	Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.