

1.	Field of study	Entrepreneurship Studies
2.	Faculty	Faculty of Law and Administration
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	practical
6.	Mode of study	full-time

7.	General information about the module	
Module name		Market and marketing research
Module code		BMR
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		The Marketing and market research module presents practical knowledge on the issues of conducted research on the market, consumers, consumption, and market behaviour in the multidimensional aspect of its functioning. Marketing research is designed to equip students with the practical ability to prepare, conduct, analyze the results and draw accurate conclusions from conducted or commissioned research.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)	
KS_01	Is prepared to create and carry out an economic activity compliant with the provisions of law	K_02	4	
KS_02	Is able to act in an entrepreneurial manner	K_01	4	
KS_03	Is able to set priorities of actions of a team, organizational changes of a small type as well as to calculate the risk of failures and chances for success and to control realization of a goal he or she has set while assuming responsibility for its realization	K_02	4	
U_01	Using the obtained knowledge, one can assume correct assumptions and make proper decisions in the scope of the conducted economic activity	U_01	5	
U_02	Indicates documents necessary in order to establish and conduct economic activity	U_06	4	
W_01	Has knowledge about theoretical foundations of law and economics	W_01	5	
W_02	Knows the schemes of undertaking economic and social decisions in various types and sizes of organizations	W_08	5	

9.	Methods of conducting classes		
	Code	Category	Name (description)
	a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a</i>

		<i>passive reception of the information provided</i>
b09	Problem-solving methods	Activating method – flipped classroom <i>anticipatory learning; work in class is based on previously studied material indicated by the person teaching the course; preparation outside the classroom serves the purpose of getting familiar with the issues whose knowledge is necessary for participating in the in-class discussion and the training in the related practical skills; the activity is based on the work of students under the guidance of the person teaching the course</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
FZ_1	lecture	30	exam	KS_01, KS_02, U_01, W_01, W_02	a01
FZ_2	practical classes	15	course work	KS_03, U_01, U_02	b09

11. The student's work, apart from participation in classes, includes in particular:				
Code	Category	Name (description)		Is it part of the BUNA?
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
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</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>.