

Course title: **Market Data Analysis**

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	general academic					
Semester	05					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15		30			
Number of ECTS	5					
Examination	Exam					
Language	English					
Content author	Kamila Radlińska, PhD					
Course objectives						
The aim of the classes is to familiarize the student with theoretical issues related to the market and statistical methods used in its analysis, as well as to prepare projects involving the analysis and forecasting of market phenomena.						
Prerequisites						
Does not concern.						
Student workload						
1. Class sessions (including assessment and examination) - 45 hours 2. Consultations – 2 hours 3. Reading literature for classes - 18 hours 4. Preparing assignments - 10 hours 5. Preparing projects – 20 hours 6. Preparing for Exam - 28 hours 7. Exam – 2 hours TOTAL: 125 hours (5 ECTS)						
Short description						
The essence of the market economy and the market. Elasticity of market demand. Income and substitution effect. Interdependencies between market elements, factors shaping demand, supply and price. Descriptive, graphical and algebraic characteristics of the market. Balance of product and service, labor and money markets. Forecasting market phenomena. Forecasting economic phenomena. Analysis of trends in the global economy. Industry and competitor analysis. Balance of product and service, labor and money markets.						
Learning outcomes						
KNOWLEDGE: W01. Participants have advanced knowledge of the importance of market research in enterprise management (IB1_W02) W02. Participants know and understand stakeholder' needs and ways of satisfying them at an advanced level (IB1_W03) W03. Participants know and understand basic statistical methods and IT tools used to collect, analyze and present economic and social data (IB1_W04) SKILLS: U01. Participants are able to detect the results of market analysis in the enterprise's decision-making process (IB1_U01, IB1_U02) U02. Participants have the ability to use technology and recognize stakeholder needs and ways of using them (IB1_U03) COMPETENCIES: K01. Participants are ready to assess acquired knowledge, continuing professional education and personal development (IB1_K01) K02. Participants are ready to think and act in an entrepreneurial way, seek expert opinions (IB_K01, IB1_K03)						
Form of verification						
Oral Exam/ Project using excel/statistica						
Detailed data						
Type of course: Lecture						
Bibliography						
Bibliography: 1. Holcomb, Z. (2016). Fundamentals of descriptive statistics. Routledge. 2. Cowell, F. A. (2018). Microeconomics: principles and analysis. Oxford University Press. 3. Hamilton, J. D. (2020). Time series analysis. Princeton University Press. Supplementary: 1. Fujita, M. (2005). Spatial economics. Edward Elgar Publishing. 2. Saaty, T. L., & Vargas, L. G. (2006). Decision making with the analytic network process (Vol. 282). Berlin, Germany: Springer Science+ Business Media, LLC. 3. EUROSTAT, OECD (online databases)						
Range of content						
1. Introduction to lecture topics. Current situation based on market data analysis.						

2. Systemic approach to the market. The importance of market data analysis in enterprise management. Designing market analysis. 3. Sources of market information. Market analysis methods. Measurement instruments in market analysis. 4. Application of IT techniques in market analysis - EXCEL/STATISTICA calculation packages. 5. Presentation of market analysis results. Reporting. 6. Statistical analysis in market research - application of market analysis results in the company's decision-making process. 7. Studying market phenomena over time - using the results of market analyzes in the decision-making process of enterprises. 8. Research on market phenomena in space - application of analysis results in the process of making business decisions. 9. Demand analysis methods. Market capacity and absorption analysis. 10. Analysis of customer preferences and loyalty.
Didactic methods
1. Problem-based lecture using a multimedia presentation initiating a discussion
Assessment methods and assessment criteria
Oral Exam (answer to three questions) Assessment criteria: 3.0 incomplete answer 4.0 answer with minor deficiencies 5.0 full answer

Detailed data
Type of course: Laboratory
Bibliography
Bibliography: 1. Holcomb, Z. (2016). Fundamentals of descriptive statistics. Routledge. 2. Cowell, F. A. (2018). Microeconomics: principles and analysis. Oxford University Press. 3. Hamilton, J. D. (2020). Time series analysis. Princeton University Press. Supplementary: 1. Fujita, M. (2005). Spatial economics. Edward Elgar Publishing. 2. Saaty, T. L., & Vargas, L. G. (2006). Decision making with the analytic network process (Vol. 282). Berlin, Germany: Springer Science+ Business Media, LLC. 3. EUROSTAT, OECD (online databases)
Range of content
1. Introduction to the issue of exercises. Systemic approach to the market. The importance of market data analysis in management enterprise. Designing market analysis. Discussion with presentation in a group. 2. Sources of market information, use of databases, among others: Central Statistical Office, OECD. Research methods used by managers in market research. Individual project. 3. Application of IT techniques in market analysis. Presentation of market research results. Analysis of research results market - use of EXCEL Office and STATISTICA calculation packages. 6. Statistical analysis in market analysis - application of market analysis results in the company's decision-making process. Accounting task using EXCEL Office calculation packages. 7. Studying market phenomena over time - applying the results of market analyzes in the decision-making process enterprises. Accounting task using EXCEL Office and STATISTICA calculation packages (optionally with PowerPoint presentation, PREZI, CANVA, DATAWRAPPER). 8. Research on market phenomena in space - application of analysis results in the process of making business decisions. 9. Demand analysis methods. Analysis of market capacity and absorption. Analysis of customer preferences and loyalty. Project with presentation. 10. Presenting student projects.
Didactic methods
1. Guided discussion 2. Calculation tasks requiring the use of EXCEL Office and STATISTICA programs 3. Project, problem task - presentation of analysis results using the Office package and data presentation applications
Assessment methods and assessment criteria
Two written works/final projects (problem tasks requiring analysis, project - analysis to be performed). The grade for the exercises is the arithmetic average of both final works. Attendance and activity during exercises, active discussion, presentation of analysis results along with justification of decisions made. Assessment criteria: 3.0 attendance (absence from 1-3 classes is allowed), activity (student inactive or not very active during classes), project/problem task (done correctly, minor corrections allowed, sent with a delay) 4.0 attendance (absence allowed for 1 class), activity (student active during the class), project/problem task (done correctly, minor corrections are allowed, sent on time) 5.0 attendance (1 absence allowed), activity (active or very active student, discussion initiator), project/problem task (completed correctly, submitted on time)

