

## ITEM CARD (SYLLABUS)

### Description of the course

Code course		Course name	Business tendency surveys and foreign market analysis		
IBF/O/I/S/B1.18			Analiza koniunktury i badanie rynków zagranicznych		
Language		English			
Academic Year		2024/2025			
Direction of study		International Business and Finance			
Level of education (study)		Level 1			
Profile of education (study)		General academic			
Form of study		Stationary			
Semester / semesters		5			
Belonging to a course groups		B1-Compulsory courses specific to the field of study			
Course status		Compulsory			
Form of classes, hours, ECTS points		Form of classes	Number of hours	Number of ECTS points	
		Lecture	15 [h]	3 ECTS	
		Exercises	15 [h]		
Relationship of subject	with profile of education (study)	Related to conducted scientific activity in the field of economics and finance			0,5 ECTS
	with qualifications	-----			ECTS
	with discipline	Economics and finance			3 ECTS
Form of teaching		traditional - classes organized at the University			
The criterion for the selection of students		All students of International Business and Finance			
Unit running course		Department of International Business and Finance			
Coordinator		Dr Izabela Młynarzewska-Borowiec			
Faculty www address		http://weif.uniwersytetradom.pl			
E-mail, phone number of coordinator		<a href="mailto:i.mlynarzewska@uthrad.pl">i.mlynarzewska@uthrad.pl</a> , 48 361 74 92			

### COURSE OUTCOMES, METHODS OF TEACHING AND VERIFICATION OF THE EFFECTS OF EDUCATION

Purpose of the course:	<i>The aim of the course is to familiarize students with the theory of business cycles and mechanisms determining the changes in economic activity. The purpose is also to familiarize students with</i>
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	<i>the practice of foreign market analysis.</i>				
Course teaching content:	<p>The course content is related to conducted scientific research.</p> <p><b>Lecture content:</b></p> <ol style="list-style-type: none"> <li>1) <i>Characteristics of business cycles- definitions, phases of business cycles, types and characteristics of business cycles (3h, W1,W2,BN)</i></li> <li>2) <i>Theories of business cycles- classification of business cycles theories, simple uncausal theories, business economy theories, saving –investment process theories, monetarist, real business cycles, supply side, political business cycles theories (4h, W1, BN)</i></li> <li>3) <i>Business tendency surveys- purpose of the business tendency surveys, methods of business tendency surveys, business cycle indicators, qualitative business tendency surveys, econometric methods (4h,W2)</i></li> <li>4) <i>Introduction to foreign markets analysis- concept of foreign market analysis, types of market analyses, the main stages of foreign market analysis, the importance of foreign market analysis (3h, W3,BN)</i></li> <li>5) <i>Test (1h)</i></li> </ol> <p><b>Exercises content:</b></p> <ol style="list-style-type: none"> <li>1) <i>Analysis of raw materials and intermediate goods market - factors shaping the demand for raw materials and intermediate goods, factors determining the supply of raw materials and intermediate goods, prices on the raw materials market, organization of the raw materials market (3h, U1,U2, K1)</i></li> <li>2) <i>Analysis of agricultural and food market- factors shaping the demand for agricultural and food products, factors affecting the supply of agricultural and food products, prices on the agricultural and food market, organization of agricultural and food market (3h, U1,U2, K1)</i></li> <li>3) <i>Analysis of consumer goods market - factors shaping the demand for consumer goods, factors shaping the supply of consumer goods, prices on the consumer goods market, organization of the consumer goods market (3h, U1,U2, K1)</i></li> <li>4) <i>Analysis of capital goods market- factors shaping the demand for capital goods, factors shaping the supply of capital goods, prices on the capital goods market, organization of the capital goods market (3h, U1,U2, K1)</i></li> <li>5) <i>Analysis of services market- factors shaping the demand for services and the supply of services, characteristics of the main segments of the services market, organization of services market (3h, U1,U2, K1)</i></li> </ol>				
Method of teaching:	<i>Instructional methods (lecture including multimedia techniques with elements of discussion);</i> <i>Practical methods (projects)</i>				
Grading criteria, criteria for assessing learning outcomes, method of calculating the final grade:	<p><i>The condition for passing the course is achieving all the required learning outcomes specified for the course.</i></p> <p><i>Lecture - evaluation based on a written test</i>  <i>Exercises- the grade is determined by the following: project (90%), participation in discussion (10%)</i></p>				

Education effects for the course in relation to the direction effects and form of classes				Verification methods of learning outcomes (form check)	
Number of education effect	Description effects of education for the subject (PEU) Student who has completed the course (W) knows and understands/(U) is able	Directional learning effect (KEU)	Form of realization of teaching	Examination form	Form check

	to /(K) is ready to:				
W1	<i>knows the basic concepts related to the economic tendencies in national economy as well as in its individual sectors; knows the basic theories of business cycles and has the basic knowledge about business cycles</i>	K_W02 K_W10	lecture	Pass with a grade	Written test
W2	<i>knows the methods of business tendencies analysis and major institutions specialising in business tendency surveys</i>	K_W05	lecture	Pass with a grade	Written test
U1	<i>can distinguish the particular stages of foreign market analysis, select proper statistical data and other information</i>	K_U05 K_U10	exercise	Pass with a grade	Evaluation of performed project
U2	<i>is able to conduct the analysis of selected market and present the outcomes in the form of written report</i>	K_U08	exercise	Pass with a grade	Evaluation of performed project
K1	<i>knows the limits of own knowledge in the field of market analysis and is aware of the necessity of improving knowledge in this field</i>	K_K01	exercise	Pass with a grade	Discussion

Recommended reading, literature supplement, teaching aids	
<b>Basic literature:</b> <ul style="list-style-type: none"> <li>• N.G. Mankiw, <i>Macroeconomics</i>, 11<sup>th</sup> edition, McMillan Learning, 2020.</li> <li>• C.Homburg, M. Klarmann, A. Vomberg, <i>Handbook of Market Research</i>, Springer, 2022.(selected chapters)</li> <li>• <i>Handbook on Cyclical Composite Indicators for Business Cycle Analysis</i>, 2017 Edition, The Conference Board, Inc., 2017</li> <li>• <i>Market Studies Good Practice Handbook</i>, ICN Advocacy Working Group, 2016.</li> </ul> <b>Supplementary literature:</b> <ul style="list-style-type: none"> <li>• Y. McGivern, <i>Practice of Market Research</i>, 5<sup>th</sup> edition, Pearson Education Limited, 2021</li> <li>• T.A. Knoop, <i>Recessions and Depressions: Understanding Business Cycles</i>, 2nd Edition, Greenwood Publishing Group, 2009.</li> <li>• ESOMAR <i>Market Research Handbook</i>, Fifth Edition, Wiley&amp;Son, 2007.</li> <li>• I. Młynarzewska, Finn E. Kydland, w: J. Misala (red.), <i>Nagrody Nobla w dziedzinie ekonomii 1969- 2009</i>, Politechnika Radomska, Radom, 2011.</li> <li>• I. Młynarzewska, Edward C. Prescott, w: J. Misala (red.), <i>Nagrody Nobla w dziedzinie ekonomii 1969- 2009</i>, Politechnika Radomska, Radom, 2011</li> </ul> <p><i>A detailed list of additional literature, web sources and teaching aids will be provided by a teacher during the first class</i></p>	

Student workload needed to achieve the assumed learning outcomes - balance of ECTS points			
Participation in classes, activities	Student's working hours [h]		
	Other hours. Contact (IGK)	Classes without a teacher – student's own work (ZBN)	Classes
Participation in Lectures/ Seminars	X	X	15[h]
Participation in Exercises/Laboratories	X	X	15[h]
Participation in the Consultation	5[h]	X	X
Preparing to lectures/ exercises/seminars Preparation for an examination	X	40[h]	X
Summary of student's workload	5[h]/ 0,2ECTS	40 [h]/ 1,6ECTS	30[h]/1,2ECTS
Points of ECTS for subject	75[h] / 3ECTS		

Additional information and remarks
<p>For students with special needs, including those with disabilities and chronic illnesses, the methods and forms of verifying learning outcomes specified above (in the course syllabus) are appropriately adjusted to meet the individual needs of these students.</p> <p>"The detailed rules and rights of students with special needs, including those with disabilities and chronic illnesses, regarding participation, assessment, and examinations, are specified in the Study Regulations, Study Rules, and Procedures for Ensuring Accessibility of the Educational Process for Students with Special Needs, including those with disabilities and chronic illnesses."</p>