Title of Course	Statistics and Market Surveying		
Semester	Spring/Winter		
Teaching Hours per Course:	Total	- Lectures:	- Tutorials:
	45	15	30
ECTS Credits	4		
The content of education			
Aims of Course	The course gives skills in compiling data and interpretation of statistical analyses. Descriptive statistics: diagrams and measures. Planning and design of statistical studies. Practical skills for planning, conducting, monitoring, analysis and interpretation of the results of market research. Discussion of the basic		
Program	Teaching includes lectures, computer and calculation exercises. Statistics terms and motivation. Displaying statistical data. Measures of central tendency. Selecting an appropriate measure of central tendency. Measures of dispersion. Measures of asymmetry. Regression. Statistical description of the dynamics of phenomena. Time series. Indexes individual. Linear trend. Linear regression of the two variables. The method of least squares.		
Conditions of completion	To pass the course, passed results of all compulsory parts and written assignments and active participation in seminars are required. Final exam (50% of the final grade). Partial exams, problem lessons and homeworks (50% of the final grade).		
	Grading Standard: **Grade** **Total Points**		
	5 95 – 100%		
	4,5 90 – 95%		
	4,0 80 – 90%		
	3,5 70 – 60%		
	3,0 50 – 60%		
Teacher	dr Agnieszka Krzętowska		