

**COURSE DATA****Data Subject**

Code	35846
Name	Survey methods
Cycle	Grade
ECTS Credits	4.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	29 - Methodology of surveys	Optional

Coordination

Name	Department
MURGUI IZQUIERDO, JUAN SANTIAGO	110 - Applied Economics

SUMMARY**English version is not available**

El objetivo de la asignatura es conocer las distintas técnicas de muestreo en poblaciones finitas, incidiendo en las metodologías de diseño muestral y de inferencia. Se contemplan dos alternativas: una basada en diseños aleatorios y otra en modelos de superpoblación.

El desarrollo de los temas se plantea bajo el punto de vista teórico y de aplicación al contexto real.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Se recomienda tener cursadas y aprobadas las asignaturas de Estadística Básica y la de Introducción a la Inferencia de primer y segundo curso.

OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to negotiate and reconcile interests effectively.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Be able to understand and use the different quantitative and qualitative methods to reason analytically, evaluate results and predict economic and financial parameters.
- Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.
- Be able to make decisions under certainty and uncertainty environments.
- Be able to apply analytical and mathematical methods for the analysis of economic and business problems.
- Know the basic techniques, methods and instruments linked to behaviour analysis.
- Be able to define, solve and present complex problems systemically.
- Be able to relate the different elements that interact in the decisions of individuals.
- Be able to plan, organise, control and evaluate the implementation of business strategies.



LEARNING OUTCOMES

English version is not available

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	22,50	100
Classroom practices	22,50	100
TOTAL	45,00	

TEACHING METHODOLOGY

English version is not available

EVALUATION

English version is not available

REFERENCES

Basic

- MURGUI, S. (2014) Investigación por muestreo estadístico. Repro Exprés Valencia.
- FERNANDEZ, F. y MAYOR, J. (1994) Muestreo en poblaciones finitas: curso básico. PPU Barcelona

Additional

- SARNDAL, C. SWENSSON, B y WRETMAN, J. (1991) Moled Assisted Survey Sampling. Springer-Verlag
- RUIZ, M. (2012) Exactitud de la inferencia en poblaciones finitas. Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council



English version is not available

