VNIVERSITAT ÖİD VALÈNCIA

COURSE DATA

Data Subject	
Code	35846
Name	Survey methods
Cycle	Grade
ECTS Credits	4.5
Academic year	2021 - 2022

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

The objective of the course is to know the different sampling techniques in finite populations, focusing on the methodologies of sample design and inference. Two alternatives are considered: one based on random designs and the other based on overpopulation models.
The development of the topics is raised from the theoretical point of view and of application to the real context.

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

- Be able to carry out an adequate analysis and assessment of problems.
- Properly apply the analysis techniques for each case raised.
- Know how to organize and outline the different phases that it is necessary to go through when make a report.
- Be able to design and carry out a survey investigation.
- Make projections and inferences of the different variables.
- Mastering the different methods and techniques of qualitative / quantitative analysis and knowing how to assess their possible limitations

WORKLOAD

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

TEACHING METHODOLOGY

A.1. Participative master lesson, to present the essential theoretical contents in the classroom
A.2 Practical classes, related to problem solving, case studies, with application of techniques, use of appropriate computer programs, oral presentations, debates ..., individually and / or in teams
A.3 Autonomous work supervised and based on reading and evaluating reports, carrying out exercises and / or projects individually and / or in a team
A.4 Independent study of the student and performance of written and / or oral tests

EVALUATION

The evaluation will consist of two parts: a continuous evaluation developed throughout the course and a final exam.
In the continuous evaluation, three practical applications will be carried out by teams. Each of them associated with a particular sampling technique and a practical application. It will have a weighting of 30% of the final grade. Continuous evaluation activities, by their nature, will be non-recoverable.
The final exam will consist of 30 questions consisting of solving the methodological questions that arise in different applications of the real environment. It will have a weighting of 70% of the final grade.

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