

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

<b>Code</b>	35846
<b>Name</b>	Survey methods
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2023 - 2024

**Study (s)**

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

**Subject-matter**

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

**Coordination**

<b>Name</b>	<b>Department</b>
MOLES MACHI, MARIA CRUZ	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
<b>TOTAL</b>	<b>45,00</b>	

## 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.

The continuous assessment of the student will be based both on practical activities, associated with the different sampling techniques, developed by the student during the course, and on their participation and involvement in the teaching-learning process **BY THEIR NATURE, CONTINUOUS EVALUATION ACTIVITIES ARE NOT RECOVERABLE.**

The final exam will consist of a battery of questions consisting of the resolution of methodological issues that arise in different applications in the real environment.

The final grade will be the weighted sum of the final exam grade and the continuous assessment grade.



The specific criteria and processes that will be used for the evaluation, as well as their specific weighting, will depend on the number of students finally enrolled and will be adequately advertised at the beginning of the course.

## 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.