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**Academic Year: ( 2019 / 2020 )****Review date: 17-05-2019**

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**Department assigned to the subject: Social Sciences Department****Coordinating teacher: FERNANDEZ GONZALEZ, JUAN JESUS****Type: Electives ECTS Credits : 6.0****Year : 4 Semester :**

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**DESCRIPTION OF CONTENTS: PROGRAMME**

- Introduction to evaluation
- Operationalization of indicators
- Techniques of social research
- Design for impact evaluation
- Statistical modelling
- Data analysis
- Interpretation
- Analysis of results

**LEARNING ACTIVITIES AND METHODOLOGY**

Theoretical and practical classes

**ASSESSMENT SYSTEM**

The final exam will represent 40% of the final grade and the continuous evaluation will represent 60% of the final grade.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

**BASIC BIBLIOGRAPHY**

- Leslie Gofton Business Market Research, Kogan, 1997
- Matthew Harrison, ¿Julia Cupman, ¿Oliver Truman Market Research in Practice, Kogan, 2016