



## SYLLABUS

### Academic year 2024-2025

#### 1. Information regarding the programme

1.1. Higher education institution	Babeș-Bolyai University
1.2. Faculty	Faculty of Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration

#### 2. Information regarding the course

2.1. Name of the course	Scientific research methodology. Academic ethics and integrity						
2.2. Code	ILE0095						
2.3. Course coordinator	Lecturer Andreea ȘEULEAN, PhD						
2.4. Seminar coordinator	Lecturer Andreea ȘEULEAN, PhD						
2.5. Year of study	1	2.6. Semester	I	2.7. Type of evaluation	C	2.8. Type of course	Mandatory

#### 3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:	Final exam preparation				5
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3



#### 4. Prerequisites (if necessary)

4.1. curriculum	–
4.2. competencies	–

#### 5. Conditions (if necessary)

5.1. for the course	It is not necessary to ensure special deployment conditions.
5.2. for the seminar/lab activities	It is not necessary to ensure special deployment conditions.

#### 6. Specific competencies acquired

Professional competencies	<p>C1 Gathering, processing, and analyzing data regarding the interaction between companies/organizations and the external environment <i>C1.1. Description of economic paradigms, concepts, and theories regarding the influence of the external environment on companies/organizations</i></p> <p>C5 Using databases specific to business administration <i>C5.1. Description of concepts, theories, and methodologies of database management specific to business administration</i> <i>C5.5. Development of a research project related to business administration using specific databases</i></p>
Transversal competencies	<p>CT1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy</p>

#### 7. Objectives of the course (outcome of the acquired competencies)

7.1. General objectives of the course	<ul style="list-style-type: none"><li>• Training and development of skills regarding research activity in the economic field</li><li>• Adopting an ethical behavior in relation to the academic activity and, implicitly, to the scientific research activity</li></ul>
7.2. Specific objectives of the course	<ul style="list-style-type: none"><li>• Knowledge, understanding and integration of ethical aspects associated with scientific research activity</li><li>• Acquiring an attitude based on integrity in professional activity</li></ul>

#### 8. Content

8.1. Course	Teaching Methods	Remarks
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1	Introductory elements	Interactive lecture	1 course
2	Research approach and stages of a research approach	Interactive lecture	1 course
3	Research methods	Interactive lecture	1 course
4	The methodology of conceiving a scientific research paper	Interactive lecture	1 course
5	The critical apparatus of a scientific paper	Interactive lecture	1 course
6	Ethical aspects in scientific research	Interactive lecture	1 course
7	Colloquy	Written test	1 course
Bibliography		<ul style="list-style-type: none"> <li>▪ Bailey, S. (2017) <i>Academic writing: A handbook for international students</i> (5<sup>th</sup> Edition). London: Routledge.</li> <li>▪ Collis, J. and Hussey, R. (2023) <i>Business Research – Practical Guide for Undergraduate and Postgraduate Students</i> (3<sup>rd</sup> Edition). Houndmills: Palgrave Macmillan.</li> <li>▪ Cottrell, S. (2024). <i>The study skills handbook</i> (6<sup>th</sup> Edition). London: Bloomsbury Publishing.</li> <li>▪ Pears, R and Shields, G. (2022) <i>Cite Them Right – The Essential Referencing Guide</i> (12<sup>th</sup> Edition). London: Bloomsbury Publishing.</li> <li>▪ Saunders, M. N. K., Lewis, P. and Thornhill, A. (2023) <i>Research methods for Business Students</i> (9<sup>th</sup> Edition). Harlow: Pearson.</li> </ul>	

8.2. Seminar/laboratory		Teaching method	Remarks
1	Introductory elements	Presentation	1 seminar
2	Preparing a bibliography on a given topic	Case studies analysis	1 seminar
3	Preparing a reading sheet	Case studies analysis	1 seminars
4	Quoting vs. paraphrasing. Plagiarism	Case studies analysis	1 seminar
5	American Psychological Association (APA) referencing style	Case studies analysis	2 seminars
6	Feedback – Case studies solutions	Free discussion	1 seminar
Bibliography		<ol style="list-style-type: none"> <li>1. Bailey, S. (2017) <i>Academic writing: A handbook for international students</i> (5<sup>th</sup> Edition). London: Routledge.</li> <li>2. Collis, J. and Hussey, R. (2023) <i>Business Research – Practical Guide for Undergraduate and Postgraduate Students</i> (3<sup>rd</sup> Edition). Houndmills: Palgrave Macmillan.</li> </ol>	



	<p>3. Cottrell, S. (2024). <i>The study skills handbook</i> (6<sup>th</sup> Edition). London: Bloomsbury Publishing.</p> <p>4. Pears, R and Shields, G. (2022) <i>Cite Them Right – The Essential Referencing Guide</i> (12<sup>th</sup> Edition). London: Bloomsbury Publishing.</p> <p>5. Saunders, M. N. K., Lewis, P. and Thornhill, A. (2023) <i>Research methods for Business Students</i> (9<sup>th</sup> Edition). Harlow: Pearson.</p>
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**9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

The content of the discipline is consistent with the elements addressed in other university centers in the country and abroad.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Solving the statements in a correct manner	Colloquy	40%
10.5 Seminar/lab activities	Preparing a project	Project	20%
	Solving the case studies in a correct manner	Case studies	40%
10.6. Minimal performance standards			
<ul style="list-style-type: none"> <li>• In order to calculate the final grade by adding up the points obtained during the semester, it is necessary to obtain a minimum of 50% of the colloquium score;</li> <li>• Understanding the fundamental notions;</li> <li>• Application of knowledge gained in solved case studies.</li> </ul>			

<b>Date</b>	<b>Course coordinator</b>	<b>Seminar coordinator</b>
29.04.2024	Lecturer Andreea ȘEULEAN, PhD	Lecturer Andreea ȘEULEAN, PhD

<b>Date of approval</b>	<b>Head of department</b>
22.05.2024	Marius BOTA, PhD