



SYLLABUS

Academic year 2022-2023

1. Information regarding the programme

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

2. Information regarding the course

2.1. Name of the course	Scientific Research Methodology						
2.2. Code	ILE0093						
2.3. Course coordinator	Associate Professor Larissa-Margareta Bătrâncea, Ph.D.						
2.4. Seminar coordinator	Associate Professor Larissa-Margareta Bătrâncea, Ph.D.						
2.5. Year of study	3	2.6. Semester	I	2.7. Type of evaluation	C	2.8. Type of course	elective

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

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3. seminar	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					4
Other activities	Preparing the final exam				10
3.7. Total individual study hours					58
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

4. Prerequisites (if necessary)

4.1. curriculum	Not applicable.
4.2. competencies	Not applicable.

5. Conditions (if necessary)

5.1. for the course	Course room with computer and beamer.
5.2. for the seminar /lab activities	Course room with computer and beamer.

6. Specific competencies acquired



Professional competencies	<p>C1. Gathering, processing and analyzing data regarding the interaction between a company/an organization and the external environment</p> <p>C1.1. Explaining and interpreting the economic influence of the external environment on a company/an organization</p> <p>C1.2. Using appropriate tools in analyzing the influence of the external environment on a company/an organization</p> <p>C1.3. Assessing critically and constructively the way of explaining and/or solving problems referring to the economic influence of the external environment on a company/an organization</p> <p>C2. Providing assistance for running a company/an organization as a whole</p> <p>C2.1. Identifying company/organization-related economic concepts and theories</p> <p>C2.2. Drawing-up an analysis referring to the relationships with economic implications among various company/organization subdivisions</p>
Transversal competencies	<p>CT1. Implementing ethical principles, norms and values within one's own rigorous, efficient and responsible strategy of work</p> <p>CT2. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development</p>

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

7.1. General objectives of the course	<ul style="list-style-type: none"> Fathoming basic concepts and rules of the scientific research theory and research methods used in practice Grounding the stages of scientific research, collecting data and achieving the proposed goal by completing results and formulating conclusions
7.2. Specific objectives of the course	<ul style="list-style-type: none"> Acquiring general knowledge necessary to use modern methods of documentation in order to integrate theoretical concepts into research.

8. Content

8.1. Course	Teaching method	Remarks
1. General aspects regarding scientific research	interactive discussion, questioning	1 lecture
2. Stages in writing a scientific paper <ul style="list-style-type: none"> The creative process Choosing the research topic Determining the central idea Formulating research hypotheses 	interactive discussion, questioning, heuristic conversation	1 lecture
3. Documentation <ul style="list-style-type: none"> Searching and selecting documentation sources Assessing and ranking documentation sources Using documentation sources 	interactive discussion, questioning, heuristic conversation	1 lecture



4. Documentation <ul style="list-style-type: none">• Taxonomy of documentation sources• Principles of storing scientific data	interactive discussion, questioning, heuristic conversation	1 lecture
5. Writing a scientific paper <ul style="list-style-type: none">• The drafting plan• The structure of the scientific paper	interactive discussion, questioning, heuristic conversation	1 lecture
6. Writing and presenting a scientific paper <ul style="list-style-type: none">• The process of scientific writing• Presenting a scientific paper	interactive discussion, questioning, heuristic conversation	1 lecture
7. The process of scientific research <ul style="list-style-type: none">• The origins of scientific research• Qualitative and quantitative in scientific research• The falsifiability criterion introduced by Popper• Sampling	interactive discussion, questioning, heuristic conversation	1 lecture
8. Methods of scientific research <ul style="list-style-type: none">• The case study	interactive discussion, questioning, heuristic conversation	1 lecture
9. Methods of scientific research <ul style="list-style-type: none">• The interview	interactive discussion, questioning, heuristic conversation	1 lecture
10. Methods of scientific research <ul style="list-style-type: none">• The experiment	interactive discussion, questioning, heuristic conversation	1 lecture
11. Methods of scientific research <ul style="list-style-type: none">• The survey	interactive discussion, questioning, heuristic conversation	1 lecture
12. Survey techniques <ul style="list-style-type: none">• The questionnaire• Types of questions• Scales• Scale internal consistency	interactive discussion, questioning, heuristic conversation	1 lecture



13. Data analysis <ul style="list-style-type: none"> • Qualitative analysis • Quantitative analysis 	interactive discussion, questioning, heuristic conversation	1 lecture
14. Ethics in scientific research <ul style="list-style-type: none"> • Plagiarism • Using false data 	interactive discussion, questioning, heuristic conversation	1 lecture
References	<ol style="list-style-type: none"> 1. Adams, J., Khan, H.T.A., Raeside, R., White, D. (2007). <i>Research Methods for Graduate Business and Social Science Students</i>, Response Books Sage Publications. 2. Collis, J., Hussey, R. (2013). <i>Business Research. A Practical Guide for Undergraduate and Postgraduate Students</i>, Palgrave. 3. Cooper, D.R., Schindler, P.S. (2013). <i>Business Research Methods</i>, McGraw-Hill. 4. Eco, U. (2006). <i>Cum se face o teză de licență</i>, Polirom, Iași. 5. Greener, S. (2008). <i>Business Research Methods</i>, Bookboon. 6. Rădulescu, M. (2011). <i>Metodologia cercetării științifice. Elaborarea lucrărilor de licență, masterat și doctorat</i>, Editura Didactică și Pedagogică, București. 7. Rad, I. (2008). <i>Cum se scrie un text științific</i>, Polirom, Iași. 8. Saunders, M.N.K., Lewis, P., Thornhill, A. (2016). <i>Research Methods for Business Students</i>, Pearson. 9. Sekaran, U. (2003). <i>Research Methods for Business. A Skill-Building Approach</i>, 4th edition, John Wiley & Sons. 10. Sreejesh, S., Mohapatra, S., Anusree, M.R. (2014). <i>Business Research Methods. An Applied Orientation</i>, Springer. 11. Wallace, W. (2012). <i>Introduction to Business Research I: The Research Proposal</i>, Edinburgh Business School, Heriot-Watt University. 12. Zikmund, W.G., Babin, B.J., Carr, J.C., Griffin, M. (2012). <i>Business Research Methods</i>, South-Western College Publication. 	

8.2. Seminar	Teaching method	Remarks
1. General aspects regarding scientific research	exercise	1 seminar
2. Stages in writing a scientific paper <ul style="list-style-type: none"> • The creative process • Choosing the research topic • Determining the central idea • Formulating research hypotheses 	exercise	1 seminar
3. Documentation <ul style="list-style-type: none"> • Searching and selecting documentation sources • Assessing and ranking documentation sources • Using documentation sources 	exercise	1 seminar
4. Documentation	exercise	1 seminar



<ul style="list-style-type: none"> • Taxonomy of documentation sources • Principles of storing scientific data 		
5. Writing a scientific paper <ul style="list-style-type: none"> • The drafting plan • The structure of the scientific paper 	exercise	1 seminar
6. Writing and presenting a scientific paper <ul style="list-style-type: none"> • The process of scientific writing • Presenting a scientific paper 	exercise	1 seminar
7. The process of scientific research <ul style="list-style-type: none"> • The origins of scientific research • Qualitative and quantitative in scientific research • The falsifiability criterion introduced by Popper • Sampling 	exercise	1 seminar
8. Methods of scientific research <ul style="list-style-type: none"> • The case study 	exercise	1 seminar
9. Methods of scientific research <ul style="list-style-type: none"> • The interview 	exercise	1 seminar
10. Methods of scientific research <ul style="list-style-type: none"> • The experiment 	exercise	1 seminar
11. Methods of scientific research <ul style="list-style-type: none"> • The survey 	exercise	1 seminar
12. Sampling techniques <ul style="list-style-type: none"> • The questionnaire • Types of questions • Scales • Scale internal consistency 	exercise	1 seminar
13. Data analysis <ul style="list-style-type: none"> • Qualitative analysis • Quantitative analysis 	exercise	1 seminar
14. Ethics in scientific research <ul style="list-style-type: none"> • Plagiarism • Using false data 	exercise	1 seminar
References	1. Adams, J., Khan, H.T.A., Raeside, R., White, D. (2007). <i>Research Methods for Graduate Business and Social Science Students</i> , Response Books Sage Publications. 2. Collis, J., Hussey, R. (2013). <i>Business Research. A Practical Guide for Undergraduate and Postgraduate Students</i> , Palgrave. 3. Cooper, D.R., Schindler, P.S. (2013). <i>Business Research Methods</i> , McGraw-Hill. 4. Eco, U. (2006). <i>Cum se face o teză de licență</i> , Polirom, Iași. 5. Greener, S. (2008). <i>Business Research Methods</i> , Bookboon. 6. Rădulescu, M. (2011). <i>Metodologia cercetării științifice. Elaborarea lucrărilor de licență, masterat și doctorat</i> , Editura Didactică și Pedagogică, București. 7. Rad, I. (2008). <i>Cum se scrie un text științific</i> , Polirom, Iași.	



8. Saunders, M.N.K., Lewis, P., Thornhill, A. (2016). *Research Methods for Business Students*, Pearson.
9. Sekaran, U. (2003). *Research Methods for Business. A Skill-Building Approach*, 4th edition, John Wiley & Sons.
10. Sreejesh, S., Mohapatra, S., Anusree, M.R. (2014). *Business Research Methods. An Applied Orientation*, Springer.
11. Wallace, W. (2012). *Introduction to Business Research I: The Research Proposal*, Edinburgh Business School, Heriot-Watt University.
12. Zikmund, W.G., Babin, B.J., Carr, J.C., Griffin, M. (2012). *Business Research Methods*, South-Western College Publication.

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 course content is according to international standards of scientific research and it comprises the necessary knowledge aimed at developing bachelor and master theses.

10.



11. Evaluation

- the same evaluation criteria hold for all exams sessions

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage in the grade (%)
10.4. Course	<ul style="list-style-type: none">• Acquiring and understanding the concepts learned	Project	60%
10.5. Seminar/lab activities	<ul style="list-style-type: none">• Acquiring and understanding the concepts learned during the courses	Test and activity during the semester	40%
10.6. Minimum performance standard			
<ul style="list-style-type: none">• Developing projects based on concepts learned			

Date

05.05.2022

Date of approval
20.05.2022

Course coordinator

Assoc.Prof. Larissa-Margareta
BĂTRÂNCEA, Ph.D.

Seminar coordinator

Assoc.Prof. Larissa-Margareta
BĂTRÂNCEA, Ph.D.

Signature of the Head of department
Prof. Ioan Cristian CHIFU, Ph.D.