



SYLLABUS

Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Babeș-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. Lecture coordinator	Associate Professor Dr. Larissa-Margareta Bătrâncea						
2.4. Seminar coordinator	Associate Professor Dr. Larissa-Margareta Bătrâncea						
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 teaching 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 course books, course support, references, 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 lecture	Lecture room with computer and beamer.
5.2. for the seminar /lab activities	Seminar room with computer and beamer.

6. Specific competencies acquired

Professional competencies	<p>PC2. Business environment research for substantiation of business decisions</p> <p>PC2.1. Defining, classifying and explaining business research methods</p> <p>PC2.5. Analysing, selecting and validating the business environment research methods according to the specific requirements of the decision-making system</p>
Transversal competencies	<p>TC2. Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</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. Lecture	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	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.	



	<ol style="list-style-type: none"> 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.
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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 <ul style="list-style-type: none"> • Taxonomy of documentation sources • Principles of storing scientific data 	exercise	1 seminar
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	exercise	1 seminar



• The interview		
10. Methods of scientific research • The experiment	exercise	1 seminar
11. Methods of scientific research • The survey	exercise	1 seminar
12. Sampling techniques • The questionnaire • Types of questions • Scales • Scale internal consistency	exercise	1 seminar
13. Data analysis • Qualitative analysis • Quantitative analysis	exercise	1 seminar
14. Ethics in scientific research • Plagiarism • Using false data	exercise	1 seminar
References	<ol style="list-style-type: none"> 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. Collis, J., Hussey, R. (2013). <i>Business Research. A Practical Guide for Undergraduate and Postgraduate Students</i>, Palgrave. Cooper, D.R., Schindler, P.S. (2013). <i>Business Research Methods</i>, McGraw-Hill. Eco, U. (2006). <i>Cum se face o teză de licență</i>, Polirom, Iași. Greener, S. (2008). <i>Business Research Methods</i>, Bookboon. Rădulescu, M. (2011). <i>Metodologia cercetării științifice. Elaborarea lucrărilor de licență, masterat și doctorat</i>, Editura Didactică și Pedagogică, București. Rad, I. (2008). <i>Cum se scrie un text științific</i>, Polirom, Iași. Saunders, M.N.K., Lewis, P., Thornhill, A. (2016). <i>Research Methods for Business Students</i>, Pearson. Sekaran, U. (2003). <i>Research Methods for Business. A Skill-Building Approach</i>, 4th edition, John Wiley & Sons. Sreejesh, S., Mohapatra, S., Anusree, M.R. (2014). <i>Business Research Methods. An Applied Orientation</i>, Springer. Wallace, W. (2012). <i>Introduction to Business Research I: The Research Proposal</i>, Edinburgh Business School, Heriot-Watt University. Zikmund, W.G., Babin, B.J., Carr, J.C., Griffin, M. (2012). <i>Business Research Methods</i>, 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. Evaluation

- the same evaluation criteria hold for all exam sessions

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage in the grade (%)
10.4. Lecture	<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 lectures	Test and bonuses during the semester	40%
10.6. Minimum performance standard			
<ul style="list-style-type: none">• Developing projects based on concepts learned			

Date
29.09.2023

Lecture coordinator
Assoc.Prof.Dr. Larissa-
Margareta BĂTRÂNCEA

Seminar coordinator
Assoc.Prof.Dr. Larissa-
Margareta BĂTRÂNCEA

Date of approval
11.10.2023

Head of department
Prof.Dr. Ioan-Cristian CHIFU