



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

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|--------------------------------------|---|
| 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

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|--------------------------|---|---------------|---|-------------------------|---|---------------------|----------|
| 2.1. Name of the course | Scientific Research Methodology | | | | | | |
| 2.2. Code | ILE0093 | | | | | | |
| 2.3. Lecture coordinator | Professor Dr. Larissa-Margareta Bătrâncea | | | | | | |
| 2.4. Seminar coordinator | 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)

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|---|--------------------------|------------------------|----|--------------|-------|
| 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)

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

5. Conditions (if necessary)

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| 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

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| Professional competencies | <p>C1. Collection, processing, and analysis of economic data necessary for business administration</p> <p>C1.1. Description of concepts, theories and methodologies for collecting, processing and analyzing data from both inside and outside the organization</p> <p>C1.4. Analysis of empirical data and results, their evaluation and validation in order to avoid and eliminate errors of interpretation</p> <p>C2 Business environment research to substantiate business decision</p> <p>C2.1. Definition, classification and explanation of business environment research methods</p> |
| Transversal competencies | <p>CT1. Applying the principles, norms and values of professional ethics within its own rigorous, efficient and responsible work strategy</p> |

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

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| 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, | 1 lecture |



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| | heuristic conversation | |
| 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 |



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| 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. |
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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 | exercise | 1 seminar |



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| • The case study | | |
| 9. Methods of scientific research • The interview | exercise | 1 seminar |
| 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
5.04.2024

Lecture coordinator
Prof.Dr. Larissa-Margareta
BĂTRÂNCEA

Seminar coordinator
Prof.Dr. Larissa-Margareta
BĂTRÂNCEA

Date of approval
17.04.2024

Head of department
Prof.Dr. Ioan Cristian CHIFU