



SYLLABUS
Scientific Research Methodology
Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	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 Industry (English)/Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Scientific Research Methodology				Discipline code	ILE0093	
2.2. Course coordinator		Professor Dr. Larissa-Margareta Bătrâncea						
2.3. Seminar coordinator		Professor Dr. Larissa-Margareta Bătrâncea						
2.4. Year of study	3	2.5. Semester	1	2.6. Type of evaluation	C	2.7. Discipline regime	elective	

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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:					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)

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

5. Conditions (if necessary)

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



6.1. Specific competencies acquired

Professional/essential competencies	<p>PC1. Gathering, processing and analysing economic data needed for business management</p> <p>PC1.1 Description of concepts, theories, and methodologies for collecting, processing, and analysing data from both inside and outside the company</p> <p>PC1.3 Data collection; preparation, management, and use of computer systems for data processing and analysis to solve business-specific problems</p> <p>PC5. Providing assistance in business human resources management</p> <p>PC5.1. Adequate identification of concepts related to the planning, organization, coordination, and control of the human resources' activity in the context of the specificity of the labor market in the field of business administration</p> <p>PC5.5. Rationale for projects on recruitment, selection, motivation, and remuneration of human resources in business administration</p>
Transversal competencies	<p>TC1. Implementing ethical principles, norms and values within one's own rigorous, efficient and responsible strategy of work</p>

6.2. Learning outcomes

Knowledge	<p>The student has general knowledge in the macro- and micro-economic areas, with an impact on business life and on the enterprises in the hospitality and tourism sector.</p> <p>Conducts research and analysis of external factors, such as consumers, market position, competitors and political situation, and prepares reports based on the analyses performed (analyses external factors of companies).</p>
Skills	<p>The student is able to analyse the organisational environment and apply specific methods and techniques for the management of human, material, and financial resources, as well as of customer relationships with companies operating in the hospitality industry.</p> <p>Analyses data series and statistics for testing and evaluation to generate statements and pattern predictions, with the aim of discovering useful information in the decision-making process (performs data analysis).</p>
Responsibility and autonomy:	<p>The student is able to make decisions according to position and to take responsibility towards higher hierarchical levels.</p> <p>Collects information obtained from interviews with stakeholders and analyzes organizational documents to detect needs and improvements not observable at first glance that would support the development of the organization (identifies undetected organizational needs).</p>

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

7.1 General objective of the discipline	<ul style="list-style-type: none">Fathoming basic concepts and rules of the scientific research theory and research methods used in practiceGrounding the stages of scientific research, collecting data and achieving the proposed goal by completing results and formulating conclusions
7.2 Specific objective of the discipline	<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 methods	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 • Plagiarism • Using false data	interactive discussion, questioning, heuristic conversation	1 lecture
<p>References</p> <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. 		
8.2 Seminar / laboratory	Teaching methods	Remarks
1. General aspects regarding scientific research	interactive discussion, questioning	1 seminar
2. Stages in writing a scientific paper • The creative process • Choosing the research topic • Determining the central idea • Formulating research hypotheses	interactive discussion, questioning, heuristic conversation	1 seminar
3. Documentation • Searching and selecting documentation sources • Assessing and ranking documentation sources • Using documentation sources	interactive discussion, questioning, heuristic conversation	1 seminar
4. Documentation • Taxonomy of documentation sources • Principles of storing scientific data	interactive discussion, questioning, heuristic conversation	1 seminar
5. Writing a scientific paper • The drafting plan • The structure of the scientific paper	interactive discussion, questioning, heuristic conversation	1 seminar
6. Writing and presenting a scientific paper • The process of scientific writing • Presenting a scientific paper	interactive discussion, questioning, heuristic conversation	1 seminar
7. The process of scientific research • The origins of scientific research • Qualitative and quantitative in scientific research • The falsifiability criterion introduced by Popper • Sampling	interactive discussion, questioning, heuristic conversation	1 seminar
8. Methods of scientific research • The case study	interactive discussion, questioning, heuristic conversation	1 seminar



9. Methods of scientific research • The interview	interactive discussion, questioning, heuristic conversation	1 seminar
10. Methods of scientific research • The experiment	interactive discussion, questioning, heuristic conversation	1 seminar
11. Methods of scientific research • The survey	interactive discussion, questioning, heuristic conversation	1 seminar
12. Survey techniques • The questionnaire • Types of questions • Scales • Scale internal consistency	interactive discussion, questioning, heuristic conversation	1 seminar
13. Data analysis • Qualitative analysis • Quantitative analysis	interactive discussion, questioning, heuristic conversation	1 seminar
14. Ethics in scientific research • Plagiarism • Using false data	interactive discussion, questioning, heuristic conversation	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). <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.		

9. Corroborating the content of the discipline 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.
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10. Evaluation





- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Acquiring and understanding the concepts learned	Written project in session	60%



10.5 Seminar/laboratory	Acquiring and understanding the concepts learned during lectures	Test and bonuses during the semester	40%
10.6 Minimum standard of performance			
• Developing projects based on concepts learned			

11. Labels ODD (Sustainable Development Goals)¹

	General label for Sustainable Development						
							
							

Date:
30.03.2025

Signature of course coordinator
Prof. dr. Larissa-Margareta Bătrâncea

Signature of seminar coordinator
Prof. dr. Larissa-Margareta Bătrâncea

Date of approval:
10.04.2025

Signature of the head of department
Prof. dr. Ioan Cristian CHIFU

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.