



## SYLLABUS

### Scientific Research Methodology. Ethics and Academic Integrity

Academic year 2025-2026

#### 1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	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 in Hospitality Services /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. Ethics and Academic Integrity				Discipline code	ILE0095
2.2. Course coordinator			Assist. prof. dr. Andreea-Angela Șeulean				
2.3. Seminar coordinator			Assist. prof. dr. Andreea-Angela Șeulean				
2.4. Year of study	I	2.5. Semester	1	2.6. Type of evaluation	C	2.7. Discipline regime	Compulsory

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laboratory	14
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					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:					5
<b>3.7. Total individual study hours</b>					<b>47</b>
<b>3.8. Total hours per semester</b>					<b>75</b>
<b>3.9. Number of ECTS credits</b>					<b>3</b>

#### 4. Prerequisites (if necessary)

4.1. curriculum	—
4.2. competencies	—

#### 5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• C1.1. Explaining and interpreting the economic influence of the external environment on a company/an organization</li><li>• C1.2. Using appropriate tools in analyzing the influence of the external environment on a company/an organization</li><li>• 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</li><li>• C2.1. Identifying company/organization-related economic concepts and theories</li><li>• C2.2. Drawing-up an analysis referring to the relationships with economic implications among various company/organization subdivisions</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT1. Implementing ethical principles, norms and values within one's own rigorous, efficient and responsible strategy of work</li><li>• CT2. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The student has general knowledge of macro and microeconomics, with an impact on the life and activity of companies.</p> <ul style="list-style-type: none"><li>• The student carries out research and analysis of external factors, such as consumers, market position, competitors and the political situation, and prepares reports based on the analyses performed. (Analyzes external factors of companies)</li></ul>
Skills	<p>The student is able to analyze the organizational environment to adapt the company to the identified requirements and challenges; the student can recommend appropriate strategies, techniques and methods for solving management problems related to its main functions.</p> <ul style="list-style-type: none"><li>• The student analyzes data series and statistics for testing and evaluation to generate statements and pattern predictions, in order to discover useful information in the decision-making process. (Performs data analysis)</li></ul>
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he/she occupies and to assume responsibility towards higher hierarchical levels.</p> <ul style="list-style-type: none"><li>• The student 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)</li></ul>



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

<b>7.1 General objective of the discipline</b>	<ul style="list-style-type: none"> <li>Understanding of the manner how international tourism activities take place in a sustainable manner</li> </ul>
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>Acquiring the general knowledge necessary to use modern documentation methods and to assimilate theoretical notions applicable in research and norms or rules necessary to enhance the research results</li> <li>Setting the stages of scientific research, collecting data and achieving the proposed goal by finalizing the results and issuing conclusions</li> </ul>

## 8. Content

8.1 Course	Teaching methods		Remarks
<i>General aspects of scientific knowledge</i>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Stages of writing a scientific paper</i> <ul style="list-style-type: none"> <li>The creative process</li> <li>Choosing the research topic</li> <li>Determining the central idea</li> <li>Formulating working hypotheses</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Documentation</i> <ul style="list-style-type: none"> <li>Searching and selecting documentation sources</li> <li>Evaluating and ranking documentation sources</li> <li>Using documentation sources</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Documentation</i> <ul style="list-style-type: none"> <li>Typology of documentation sources</li> <li>Principles of scientific data storage</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Writing a scientific paper</i> <ul style="list-style-type: none"> <li>The writing plan</li> <li>The structure of a paper</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Writing and presenting a scientific paper</i> <ul style="list-style-type: none"> <li>The scientific writing process</li> <li>Presenting the scientific paper</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>The process of scientific research</i> <ul style="list-style-type: none"> <li>Origins of scientific knowledge</li> <li>Qualitative and quantitative in scientific research</li> <li>Popper's falsifiability criterion</li> <li>Sampling</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
Scientific research methods – <i>The case study</i>	Interactive discussion Heuristic conversation	Problematization	One lecture
Scientific research methods – <i>The interview</i>	Interactive discussion Heuristic conversation	Problematization	One lecture
Scientific research methods – <i>The experiment</i>	Interactive discussion Heuristic conversation	Problematization	One lecture
Scientific research methods – <i>The survey</i>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Survey techniques</i> <ul style="list-style-type: none"> <li>The questionnaire</li> <li>Scales</li> <li>Types of questions</li> <li>Internal consistency of scales</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture
<i>Data analysis</i> <ul style="list-style-type: none"> <li>Qualitative analysis</li> <li>Quantitative analysis</li> </ul>	Interactive discussion Heuristic conversation	Problematization	One lecture



<i>Ethics in the scientific research process</i> <ul style="list-style-type: none"> <li>▪ The plagiarism</li> <li>▪ The use of false data</li> </ul>	Interactive discussion   Problematicization   Heuristic conversation	One lecture
Bibliography: 1. Bailey, S. (2017) <i>Academic writing: A handbook for international students</i> (5 <sup>th</sup> Edition). London: Routledge. 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. 3. Cottrell, S. (2024). <i>The study skills handbook</i> (6 <sup>th</sup> Edition). London: Bloomsbury Publishing. 4. Pears, R and Shields, G. (2022) <i>Cite Them Right – The Essential Referencing Guide</i> (12 <sup>th</sup> Edition). London: Bloomsbury Publishing. 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.		
8.2 Seminar / laboratory	Teaching methods	Remarks
<i>General aspects of scientific knowledge</i>	Exemplification   Exercise	One seminar
<i>Stages of writing a scientific paper</i> <ul style="list-style-type: none"> <li>▪ The creative process</li> <li>▪ Choosing the research topic</li> <li>▪ Determining the central idea</li> <li>▪ Formulating working hypotheses</li> </ul> → Discussions regarding the prevention of plagiarism	Exemplification   Exercise	One seminar
<i>Documentation</i> <ul style="list-style-type: none"> <li>▪ Searching and selecting documentation sources</li> <li>▪ Evaluating and ranking documentation sources</li> <li>▪ Using documentation sources</li> </ul> → Discussions regarding the prevention of plagiarism and the use of false data	Exemplification   Exercise	One seminar
<i>Documentation</i> <ul style="list-style-type: none"> <li>▪ Typology of documentation sources</li> <li>▪ Principles of scientific data storage</li> </ul> → Discussions regarding the prevention of plagiarism and the use of false data	Exemplification   Exercise	One seminar
<i>Writing a scientific paper</i> <ul style="list-style-type: none"> <li>▪ The writing plan</li> <li>▪ The structure of a paper</li> </ul> → Discussions regarding the prevention of plagiarism and the use of false data	Exemplification   Exercise	One seminar
<i>Writing and presenting a scientific paper</i> <ul style="list-style-type: none"> <li>▪ The scientific writing process</li> <li>▪ Presenting the scientific paper</li> </ul> → Discussions regarding the prevention of plagiarism and the use of false data	Exemplification   Exercise	One seminar
<i>The process of scientific research</i> <ul style="list-style-type: none"> <li>▪ Origins of scientific knowledge</li> <li>▪ Qualitative and quantitative in scientific research</li> <li>▪ Popper's falsifiability criterion</li> <li>▪ Sampling</li> </ul>	Exemplification   Exercise	One seminar
Scientific research methods – <i>The case study</i>	Exemplification   Exercise	One seminar
Scientific research methods – <i>The interview</i>	Exemplification   Exercise	One seminar
Scientific research methods – <i>The experiment</i>	Exemplification   Exercise	One seminar
Scientific research methods – <i>The survey</i>	Exemplification   Exercise	One seminar
<i>Survey techniques</i> <ul style="list-style-type: none"> <li>▪ The questionnaire</li> <li>▪ Scales</li> <li>▪ Types of questions</li> <li>▪ Internal consistency of scales</li> </ul>	Exemplification   Exercise	One seminar



<b>Data analysis</b> <ul style="list-style-type: none"> <li>Qualitative analysis</li> <li>Quantitative analysis</li> </ul>	Exemplification   Exercise	One seminar
<b>Ethics in the scientific research process</b> <ul style="list-style-type: none"> <li>The plagiarism</li> <li>The use of false data</li> </ul>	Exemplification   Exercise	One seminar
<b>Bibliography:</b> <ol 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> </ol>		

**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**

<ul style="list-style-type: none"> <li>The content of the discipline is in line with international standards regarding scientific research and constitutes the necessary knowledge base for the completion of bachelor's and dissertation works.</li> </ul>
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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	<ul style="list-style-type: none"> <li>Acquiring and understanding the presented issues</li> </ul>	Test (it is carried out and assessed during the semester)	50%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> <li>Acquiring and understanding the presented issues</li> </ul>	Elaboration and submission of two projects (it is carried out and assessed during the semester)	50%
10.6 Minimum standard of performance			
To obtain a grade of 5 (five) it is necessary:			
<ul style="list-style-type: none"> <li>Carrying out projects based on the acquired concepts</li> </ul>			


**11. Labels ODD (Sustainable Development Goals)**

 General label for Sustainable Development							
			 4 EDUCATIE DE CALITATE				 8 MUNCA DECENTA SI CRESTERE ECONOMICA



UNIVERSITATEA BABEȘ-BOLYAI  
BABEȘ-BOLYAI TUDOMÁNYEGYETEM  
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BABEȘ-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA

FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP

								
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**Date:**

04.04.2025

**Signature of course coordinator**

Assist. prof. dr. Andreea-Angela Șeulean

**Signature of seminar coordinator**

Assist. prof. dr. Andreea-Angela Șeulean

**Date of approval:**

10.04.2025

**Signature of the head of department**

Assoc. prof. dr. Marius BOTA