



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	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar	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)					12
Preparation for seminars, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:					5
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	—
4.2. competencies	—

5. Conditions (if necessary)

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



6.1. Specific competencies acquired

Professional/ essential competencies	• C1.1. Description of economic paradigms, concepts, and theories regarding the influence of the external environment on companies/ organizations • C1.3. Use of appropriate tools to analyze the influence of the external environment on companies/ organizations • C5.1. Describing the concepts, theories and methodologies of database administration specific to business administration • C5.5. Elaborating a research project associated with business administration using specific databases
Transversal competencies	• TC1. Implementing ethical principles, norms and values within one's own rigorous, efficient and responsible strategy of work

6.2. Learning outcomes

Knowledge	The student has general knowledge of macro and microeconomics, with an impact on the life and activity of companies. • 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)
Skills	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. • 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)
Responsibility and autonomy:	The student is able to make decisions at the level of the position he/ she occupies and to assume responsibility towards higher hierarchical levels. • 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)



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

7.1 General objective of the discipline	• Deepening some basic notions and norms in the field of scientific research theory and methods used in research practice
7.2 Specific objective of the discipline	• 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 • Setting the stages of scientific research, collecting data and achieving the proposed goal by finalizing the results and issuing conclusions

8. Content

8.1 Course	Teaching methods	Remarks
<i>General aspects of scientific knowledge</i>	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Stages of writing a scientific paper</i> ▪ The creative process ▪ Choosing the research topic ▪ Determining the central idea ▪ Formulating working hypotheses	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Documentation</i> ▪ Searching and selecting documentation sources ▪ Evaluating and ranking documentation sources ▪ Using documentation sources	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Documentation</i> ▪ Typology of documentation sources ▪ Principles of scientific data storage	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Writing a scientific paper</i> ▪ The writing plan ▪ The structure of a paper	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Writing and presenting a scientific paper</i> ▪ The scientific writing process ▪ Presenting the scientific paper	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>The process of scientific research</i> ▪ Origins of scientific knowledge ▪ Qualitative and quantitative in scientific research ▪ Popper's falsifiability criterion ▪ Sampling	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Scientific research methods</i> ▪ Case studies ▪ Interviews	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Scientific research methods</i> ▪ Experiments ▪ Surveys	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Survey techniques</i> ▪ Questionnaires ▪ Scales ▪ Types of questions ▪ Internal consistency of scales	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Data analysis</i> ▪ Qualitative analysis ▪ Quantitative analysis	• Interactive discussion • Problematisation • Heuristic conversation	–
<i>Ethics in the scientific research process</i> ▪ The plagiarism	• Interactive discussion • Problematisation	–



▪ The use of false data	• Heuristic conversation	
Bibliography: Bailey, S. (2017) <i>Academic writing: A handbook for international students</i> (5th Edition). Routledge. Bell, E., Bryman, A. & Harley, B. (2022) <i>Business Research Methods</i> (6th Edition). Oxford University Press. Blumberg, B., Cooper, D. R. & Schindler, P. S. (2011) <i>Business Research Methods</i> (3rd European Edition). McGraw-Hill Education. Carrigan, M. (2024) <i>Generative AI for Academics</i>. SAGE Publishing. Collis, J. & Hussey, R. (2023) <i>Business Research – Practical Guide for Undergraduate and Postgraduate Students</i> (3rd Edition). Palgrave Macmillan. Cottrell, S. (2024) <i>The study skills handbook</i> (6th Edition). Bloomsbury Publishing. Meechan, D. (2024) <i>Generative AI for Students. The Essential Guide to Using Artificial Intelligence for Study at University</i>. SAGE Publications. Pears, R. & Shields, G. (2022) <i>Cite Them Right – The Essential Referencing Guide</i> (12th Edition). Bloomsbury Publishing. Saunders, M. N. K., Lewis, P. & Thornhill, A. (2023) <i>Research Methods for Business Students</i> (9th Edition). Pearson.		
8.2 Seminar	Teaching methods	Remarks
<i>General aspects of scientific knowledge.</i> <i>The plagiarism</i>	• Exemplification • Exercise	–
<i>Stages of writing a scientific paper</i> ▪ The creative process ▪ Choosing the research topic ▪ Determining the central idea ▪ Formulating working hypotheses <i>Plagiarism prevention</i>	• Exemplification • Exercise	–
<i>Documentation</i> ▪ Searching and selecting documentation sources ▪ Evaluating and ranking documentation sources ▪ Using documentation sources ▪ Plagiarism prevention and the use of false data	• Exemplification • Exercise	–
<i>Documentation</i> ▪ Typology of documentation sources ▪ Principles of scientific data storage ▪ Plagiarism prevention and the use of false data	• Exemplification • Exercise	–
<i>Writing a scientific paper</i> ▪ The writing plan ▪ The structure of a paper ▪ Plagiarism prevention and the use of false data	• Exemplification • Exercise	–
<i>Writing and presenting a scientific paper</i> ▪ The scientific writing process ▪ Presenting the scientific paper ▪ Plagiarism prevention and the use of false data	• Exemplification • Exercise	–
<i>The process of scientific research</i> ▪ Origins of scientific knowledge ▪ Qualitative and quantitative in scientific research ▪ Popper's falsifiability criterion ▪ Sampling	• Exemplification • Exercise	–
<i>Scientific research methods</i> ▪ Case studies ▪ Interviews	• Exemplification • Exercise	–
<i>Scientific research methods</i> ▪ Experiments ▪ Surveys	• Exemplification • Exercise	–
<i>Survey techniques</i> ▪ Questionnaires ▪ Scales	• Exemplification • Exercise	–



▪ Types of questions	▪ Internal consistency of scales		
<i>Data analysis</i>		• Exemplification • Exercise	–
▪ Qualitative analysis ▪ Quantitative analysis			
<i>Ethics in the scientific research process</i>		• Exemplification • Exercise	–
▪ The plagiarism ▪ The use of false data			
Bibliography: Bailey, S. (2017) <i>Academic writing: A handbook for international students</i> (5 th Edition). Routledge. Bell, E., Bryman, A. & Harley, B. (2022) <i>Business Research Methods</i> (6 th Edition). Oxford University Press. Blumberg, B., Cooper, D. R. & Schindler, P. S. (2011) <i>Business Research Methods</i> (3 rd European Edition). McGraw-Hill Education. Carrigan, M. (2024) <i>Generative AI for Academics</i> . SAGE Publishing. Collis, J. & Hussey, R. (2023) <i>Business Research – Practical Guide for Undergraduate and Postgraduate Students</i> (3 rd Edition). Palgrave Macmillan. Cottrell, S. (2024) <i>The study skills handbook</i> (6 th Edition). Bloomsbury Publishing. Meehan, D. (2024) <i>Generative AI for Students. The Essential Guide to Using Artificial Intelligence for Study at University</i> . SAGE Publications. Pears, R. & Shields, G. (2022) <i>Cite Them Right – The Essential Referencing Guide</i> (12 th Edition). Bloomsbury Publishing. Saunders, M. N. K., Lewis, P. & Thornhill, A. (2023) <i>Research Methods for Business Students</i> (9 th Edition). Pearson.			

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 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.

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).
- For the proper organization of the final (written) exam, students will announce their participation in it by registering and, implicitly, choosing the first or second date of the exam (through the assignment created for this purpose).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Acquiring and understanding the presented issues	Active participation in teaching activities [Carried out and assessed during the semester]	10%
		Colloquium Final test – Written examination [Grid-type test – single-choice items dual-choice items (e. g., true/ false) open-ended questions]	50%
10.5 Seminar	Acquiring and understanding the presented issues	Solving the case studies correctly [Carried out and assessed during the semester]	20%
		Elaboration of a project	20%



		[Carried out and assessed during the semester]	
10.6 Minimum standard of performance			
To obtain a grade of 5 (five) it is necessary: • Understanding the fundamental notions; • Applying the knowledge acquired within the practical activities completed.			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development						
							
							

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	