



FIȘA DISCIPLINEI

1. Date despre program

1.1 Instituția de învățământ superior	Universitatea “Alexandru Ioan Cuza” din Iași
1.2 Facultatea	Facultatea de Economie și Administrarea Afacerilor
1.3 Departamentul	Management, Marketing și Administrarea Afacerilor
1.4 Domeniul de studii	Business Administration
1.5 Ciclul de studii	Licență
1.6 Programul de studii / Calificarea	Business Administration

2. Date despre disciplină

2.1 Denumirea disciplinei	Metode de cercetare pentru afaceri						
2.2 Titularul activităților de curs	Professor Adriana Zait, PhD/ Associate Professor Ioana Alexandr...						
2.3 Titularul activităților de seminar	Associate Professor Ioana Alexandra Horodnic, PhD						
2.4 Anul de studiu	3	2.5 Semestrul	6	2.6 Tipul de evaluare	EVP	2.7 Regimul disciplinei	OB

3. Timpul total estimat (ore pe semestru și activitățile didactice)

3.1 Număr de ore pe săptămână	3	din care: 3.2 curs	1	3.3 seminar/laborator	2
3.4 Total ore din planul de învățământ	42	din care: 3.5 curs	14	3.6 seminar/laborator	28

Distribuția fondului de timp

Studiul după manual, suport de curs, bibliografie și altele	26
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren	23
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri	28
Tutoriat	4
Examinări	2
Alte activități	0

3.7 Total ore studiu individual	83
3.8 Total ore pe semestru	125
3.9 Numărul de credite	5

4. Precondiții (acolo unde este cazul)

4.1 De curriculum	Not necessary
4.2 De competențe	Not necessary

5. Condiții (acolo unde este cazul)

5.1 De desfășurare a cursului	On-line: The professor and the students need Internet conne...
5.2 De desfășurare a seminarului/laboratorului	On-line: The professor and the students need Internet conne...

6. Competențe specifice acumulate

Competențe profesionale	<p>C1 – Gathering, processing and analysing information about the external environment – firm/organization interaction (1)</p> <p>C2 – Assistance for administring the entire firm/organization (1)</p> <p>C3 – Administring the activity of a subdivision within the structure of the firm/organization (0,50)</p> <p>C5 – Using databases appropriate to the business administration area (1)</p>
Competențe transversale	<p>CT1: Applying principles, norms and values of professional ethics (0.5)</p> <p>CT2 – Identifying roles and responsibilities within a multi-specialized team and applying relational techniques and efficient work techniques within the team (1)</p>

7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

7.1 Obiectivul general	<p>Acquiring the theoretical knowledge and practical abilities necessary for identifying, formulating and solving research problems in economics and business (fundamental and applied research).</p>
7.2 Obiectivele specifice	<ul style="list-style-type: none"> • Acquire basic knowledge and abilities for quantitative research. • Acquire basic knowledge and abilities for qualitative research. • Acquire basic knowledge and abilities for analysis, interpretation and presentation of research results. <p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Explain main research methods in economics and business • Describe the main steps for different research designs • Apply scaling and research techniques • Analyze specific research problems

8. Conținuturi

8.1 Curs

	Course	Teaching methods	Observations (time and bibliography)
1.	Business research – definition, specificity, epistemological positioning	Interactive course, heuristic conversation	2 hours CR1 and OR
2.	Research proposal and Literature review. Types of data. Level of measurement	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
3.	Research designs – qualitative versus quantitative; descriptive, exploratory and causal	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
4.	Research methods: Observation, focus groups and interviews	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR
5.	Research methods: Surveys and experiments in business research	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR
6.	Interpreting and writing the research results. Statistical background for hypotheses testing	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
7.	Test	Test and feed-back.	2 hours CR1 and OR

Bibliografie

Compulsory reading :

CR1: SAUNDERS, M, LEWIS, PH, THORNHILL A., *Research Methods for business students, 2/E*, Pearson Education, 2016.

CR2: Blumberg, B., Cooper, D. And P.S. Schindler, 2008. *Business Research Methods*. 2nd European edition. *McGraw-Hill*.

Optional reading : *articles and materials brought at course or uploaded on FEAA teaching and assessment platforms.*

8.2 Seminar / Laborator

	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-14.	Performing a LR on a given subject, applying different research methods for gathering data, data analysis – qualitative and quantitative, writing the results (70% project +30% presentation). Presentations – week 10 and week 11	Conversation, case study method, individual and teamwork, presentations, feed-back	2 hours (case studies from the coursebook and from the Romanian market)

Bibliografie

Compulsory reading :

CR1: SAUNDERS, M, LEWIS, PH, THORNHILL A., *Research Methods for business students, 2/E*, Pearson Education, 2016.

CR2: Blumberg, B., Cooper, D. And P.S. Schindler, 2008. *Business Research Methods*. 2nd European edition. *McGraw-Hill*.

Optional reading : *articles and materials brought at course or uploaded on FEAA teaching and assessment platforms.*

9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

10. Evaluare

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Test	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	reading and discussing case studies; preparing and presenting a research project	50

10.6 Standard minim de performanță

Student reads recommended case studies and actively discusses them.
 Student writes and presents the project.
 Student knows and defines basic notions in the field.
 The minimum grade at exam – 5 out of 10.

Data completării

25.09.2020



Titular curs

Professor Adriana Zait, PhD/
 Associate Professor Ioana
 Alexandra Horodnic, PhD

Titular de seminar

Associate Professor Ioana Alexandra Horodnic, PhD

Data avizării în Departament

28.09.2020

Director de Departament



Prof.univ.dr Valentin Niță

