



## COURSE OUTLINE

### 1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Departament	Management, Marketing and Business Administration
1.4 Field of study	Business Administration
1.5 Cycle of study	Bachelor
1.6 Study program / Qualification	Business Administration

### 2. Information about the course

2.1 Course title		<b>Business Research Methods</b>					
2.2 Course coordinator		Lecturer Ioana Alexandra Horodnic/Professor Adriana Zait, PhD					
2.3 Seminar coordinator		Lecturer Ioana Alexandra Horodnic, PhD					
2.4 Year of study	3	2.5 Semester	2	2.6 Type of evaluation*	MT	2.7 Course status**	C

\* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; \*\* C-compulsory/O-optional/E-elective

### 3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	3	out of which: 3.2 course	1	3.3 seminar / laboratory	2
3.4 Total number of hours per semester	36	out of which: 3.5 course	12	3.6 seminar / laboratory	24
Time allocation					h
Study based on course book, course materials, bibliography and other					26
Supplementary study in the library, on electronic platforms and on the field					23
Preparing seminars/laboratories, assignments, papers, portfolios and essays					28
Tutorship					4
Examination					2
Other activities .....					
3.7 Total hours of individual study					83
3.8 Total hours per semester					119
3.9 Number of credits					5

### 4. Prerequisites (if applicable)

4.1 Referring to curriculum	Not necessary
4.2 Referring to competences	Not necessary

### 5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary



### 6. Specific competences accumulated

<b>Professional competencies</b>	<p>C1 – Gathering, processing and analysing information about 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 business administration area (1)</p>
<b>Transversal competencies</b>	<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. Course objectives (based on specific competencies accumulated)

<b>7.1 General objective</b>	<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>
<b>7.2 Specific objectives</b>	<p>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> <p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Explain main research methods in economics and business</li> <li>▪ Describe main steps for different research designs</li> <li>▪ Apply scaling and research techniques</li> <li>▪ Analyze specific research problems</li> </ul>

### 8. Content

8.1	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.	Observation, focus groups and interviews	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
4.	Surveys and experiments in business research	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR
5.	Interpreting and writing the research results	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR



6.	Test	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
<b>Bibliography</b> <b>Compulsory reading:</b> CR1: SAUNDERS, M, LEWIS, PH, <i>Doing Research in Business and Management, 2/E</i> , Pearson: Harlow, 2018 CR2: Blumberg, B., Cooper, D. And P.S. Schindler, 2008. <i>Business Research Methods</i> . 2 <sup>nd</sup> European edition. McGraw-Hill. <b>Optional reading:</b> OR - + articles brought at course or sent by mail			
8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-12.	Applying different research methods for gathering data, data analysis – qualitative and quantitative, writing the results (70% project +30% presentation).	Conversation, case study method, individual and team work, presentations, feedback	2 hours (case studies from the course book and from the Romanian market)
<b>Bibliography</b> <b>Compulsory reading:</b> CR1: SAUNDERS, M, LEWIS, PH, <i>Doing Research in Business and Management, 2/E</i> , Pearson: Harlow, 2018 CR2: Blumberg, B., Cooper, D. And P.S. Schindler, 2008. <i>Business Research Methods</i> . 2 <sup>nd</sup> European edition. McGraw-Hill. <b>Optional reading:</b> OR - + articles brought at seminar or sent by mail			

**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

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 (online, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

**10. Evaluation**

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	60
10.5 Seminar/ Laboratory	Applied / practical knowledge	reading and discussing case studies; preparing and presenting a research project	40
<b>10.6 Minimal performance standard</b>			
Student reads recommended case studies and actively discusses them.			
Student writes and presents the project.			
Student knows and defines basic notions in the field.			



Date

Course coordinator

Seminar coordinator

23.09.2021

**Senior Lecturer Ioana  
Alexandra Horodnic, Ph.D./  
Professor Adriana ZAIȚ, Ph.D.**

**Senior Lecturer Ioana Alexandra  
Horodnic, Ph.D.**

Date of approval in the departament

Head of departament  
Professor **Andrei Neșțian, PhD**