



## 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 Department	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/ Graduate in Economic Sciences

### 2. Information about the course

2.1 Course title		<b>Bachelor Thesis Methodology</b>					
2.2 Course coordinator		Prof univ dr Ioana Alexandra Horodnic					
2.3 Seminar coordinator		Asist univ dr Iuliana Chitac					
2.4 Year of study	3	2.5 Semester	1	2.6 Type of evaluation*	EVP	2.7 Course status**	OB

\* 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	42	out of which: 3.5 course	14	3.6 seminar / laboratory	28
Time allocation					h
Study based on course book, course materials, bibliography and other					27
Supplementary study in the library, on electronic platforms and on the field					27
Preparing seminars/laboratories, assignments, papers, portfolios and essays					23
Tutorship					4
Examination					2
Other activities .....					
3.7 Total hours of individual study					69
3.8 Total hours per semester					125
3.9 Number of credits					5

### 4. Prerequisites (if applicable)

4.1 Referring to curriculum	<b>Not necessary</b>
4.2 Referring to competences	<b>Not necessary</b>

### 5. Conditions (if applicable)

5.1 For the course	On-site: video projector and computer in the classroom.
5.2 For the seminar / laboratory	On-site: video projector and computer in the classroom.

**6. Specific competences accumulated**

<b>Professional competencies</b>	C1 – Gathering, processing and analysing information about external environment – firm/organization interaction (1) C2 – Assistance for administering the entire firm/organization (0.5) C3 – Administering the activity of a subdivision within the structure of the firm/organization (0.5) C5 – Using databases appropriate to business administration area (1)
<b>Transversal competencies</b>	CT1: Applying principles, norms and values of professional ethics (0.5) CT2 – Identifying roles and responsibilities within a multi-specialized team and applying relational techniques and efficient work techniques within the team (1) CT3 - Identifying the continuous training opportunities and the efficient use of learning resources and techniques for own development (0.5)

**7. Course objectives** (based on specific competencies accumulated)

<b>7.1 General objective</b>	Acquiring the theoretical knowledge and practical abilities necessary to conduct and write an individual piece of fundamental or applied research to a high academic standard (fundamental and applied research).
<b>7.2 Specific objectives</b>	Acquire basic knowledge and abilities for planning a research project. Acquire basic knowledge and abilities for selecting the most appropriate research methods for a given research topic. Acquire basic knowledge and abilities for writing in academic style.  On completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>▪ Reflect and select a research topic for the dissertation thesis in accordance with their skills and field of study</li> <li>▪ Select between the main research methods in economics and business</li> <li>▪ Design and plan their thesis research</li> <li>▪ Select and filter the information needed for their thesis</li> <li>▪ Write using a rigorous academic style</li> </ul>

**8. Content**

<b>8.1</b>	<b>Course</b>	<b>Teaching methods</b>	<b>Observations</b> (time and bibliography)
1.	Writing a thesis: An Overview of the Process. Choosing your thesis topic.	Interactive course, heuristic conversation	1 hour CR1 and OR
2.	Research proposal (including time management) and identifying potential pathways.	Interactive course, heuristic conversation, examples, short case studies	1 hour CR1 and OR
3.	Literature review and information literacy.	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
4.	Reference styles. Academic integrity and plagiarism.	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR



5.	Quantitative research: how to obtain and analyse quantitative data.	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR
6.	Qualitative research: how to obtain and analyse qualitative data.	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR
7.	Interpreting and presenting data. Thesis presentations guidelines.	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR
8.	Revisiting the overall process of thesis writing. Recap. and feed-back.	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1, CR2 and OR

**Bibliography**

**Compulsory reading:**

CR1: McMillan, K and Weyers J., *How to Write Dissertations & Project Reports, 2/E*, Pearson: Harlow, 2011

CR2: Clark, I.L., *Writing the Successful Thesis and Dissertation: Entering the Conversation*. Pearson: Harlow, 2007

**Optional reading:**

OR1: Lipson, C., *How to Write a BA Thesis, Second Edition: A Practical Guide from Your First Ideas to Your Finished Paper, Second Edition*, University of Chicago Press: Chicago, 2018

OR2: Garson G. David, *Guide to writing empirical papers, theses, and dissertations*, Marcel Dekker, 2002

+ articles and materials brought at course or uploaded on FEAA teaching and assessment platforms.

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-14.	Participation to applications. Writing a research proposal for the selected research topic.	Conversation, case study method, individual and team work, presentations, feed-back	2 hours (case studies from the course book and from the Romanian and international markets)

**Compulsory reading:**

CR1: McMillan, K and Weyers J., *How to Write Dissertations & Project Reports, 2/E*, Pearson: Harlow, 2011

CR2: Clark, I.L., *Writing the Successful Thesis and Dissertation: Entering the Conversation*. Pearson: Harlow, 2007

**Optional reading:**

OR1: Lipson, C., *How to Write a BA Thesis, Second Edition: A Practical Guide from Your First Ideas to Your Finished Paper, Second Edition*, University of Chicago Press: Chicago, 2018

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**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 (on-line, 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	Applications and final test <ul style="list-style-type: none"><li>• 50% final test</li></ul>	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	<ul style="list-style-type: none"><li>• Reading and discussing case studies and seminar applications (20%).</li><li>• Preparing and presenting a research proposal (30%).</li></ul>	50
<b>10.6 Minimal performance standard</b>			
Student reads recommended case studies and actively discusses them. Student writes and presents the assessments. Student knows and defines basic notions in the field. Final exam minimum grade: 5 out of 10.			

Date  
25 Sept 2023

Course coordinator  
Horodnic Ioana Alexandra, PhD

Seminar coordinator  
Iuliana Chitac, PhD

Date of approval in the department

Head of department  
Professor **Ștefan Andrei Neșțian**, PhD

28 Sept 2023