



COURSE DESCRIPTION

1. Information about the programme

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| 1.1 Institution of higher education | Alexandru Ioan Cuza University of Iași |
| 1.2 Faculty | Faculty of Economics and Business Administration |
| 1.3 Department | Department of Finance, Money and Public Administration |
| 1.4 Field of study | Finance |
| 1.5 Level | Master |
| 1.6 Study programme/ Qualification | Finance and Risk Management |

2. Information about the course

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|-------------------------|---|--------------|---|------------------------|-----|-------------------|---|
| 2.1 Course name | Business Research Methods | | | | | | |
| 2.2 Course coordinator | Prof. dr. Marius Alin ANDRIEȘ Lect. dr. Nicu SPRINCEAN | | | | | | |
| 2.3 Seminar coordinator | Lect. dr. Nicu SPRINCEAN | | | | | | |
| 2.4 Year of study | 1 | 2.5 Semester | 1 | 2.6 Type of assessment | EVP | 2.7 Course status | E |

* C – Compulsory / E - Elective

3. Total estimated time (hours allotted to teaching activities per semester)

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|---|-----|-----------------------|----|-----------------|----|
| 3.1 Number of hours per week | 6 | of which: 3.2 lecture | 4 | 3.3 seminar/lab | 2 |
| 3.4 Number of hours in the curriculum | 42 | of which: 3.5 lecture | 28 | 3.6 seminar/lab | 14 |
| Time distribution | hrs | | | | |
| Study of the textbook, coursebook, bibliography and lecture notes | 40 | | | | |
| Additional research in the library, online and on the field | 60 | | | | |
| Preparation of seminars/labs, homework, projects, portfolios and essays | 70 | | | | |
| Tutorials | 30 | | | | |
| Assessment | 8 | | | | |
| Other activities..... | | | | | |
| 3.7 Total number of self-study hours | 83 | | | | |
| 3.8 Total number of hours per semester | 125 | | | | |
| 3.9 Number of credits | 5 | | | | |

4. Prerequisites (if applicable)

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| 4.1 Curriculum-based | - |
| 4.2 Competence-based | - |

5. Conditions (if applicable)

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| 5.1 For lectures | <ul style="list-style-type: none"> Attendance is strongly encouraged. Operation of cell phones and other handheld electronic devices for sending and reading text messages and e-mails, recording or other disruptive activities for fellow students and instructor is not allowed. Devices should be turned off or set to the vibrate mode before the start of the lecture. |
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| 5.2 For seminars / labs | <ul style="list-style-type: none"> ▪ Attendance is compulsory at minimum 80% of the seminars. In case of absence, the instructor should be informed in advance. ▪ Operation of cell phones and other handheld electronic devices for sending and reading text messages and e-mails, recording or other disruptive activities for fellow students and instructor is not allowed. Devices should be turned off or set to the vibrate mode before the start of the seminar. |
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6. Specific competencies

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| Professional competencies | <p>C1. Analysis of the theoretical and practical aspects of financial markets, models, instruments that are used in the management of risks.</p> <p>C2. Adequate use of mathematical and statistical concepts, methods and techniques in assessing risks and performing independent research in finance.</p> <p>C3. Evaluation of the main risk factors for organizations and financial systems.</p> <p>C4. Implementing effective financial management and reporting within the business environment to ensure value creation.</p> <p>C5. Ensuring effective and appropriate governance and management of risk within an organization, in the context of an overall ethical framework.</p> |
| Transversal competencies | <p>CT1. Application of the professional ethical norms and values in decision-making and undertaking of complex professional tasks, independently or within a team.</p> <p>CT2. Human resources planning within a group or organization, in the context of awareness of own responsibility for professional outcomes.</p> <p>CT3. Assuming the need for continuous development to create prerequisites for career progression and adapt own professional and managerial competencies to the economic dynamics.</p> |

7. Course objectives (provided by the specific competencies grid)

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| 7.1. Main objective | Acquiring the theoretical knowledge and practical abilities necessary for identifying, formulating and solving research problems in economics and business (fundamental and applied research). |
| 7.2. Specific Objectives | <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 main steps for different research designs ▪ Apply scaling and research techniques ▪ Analyze specific research problems ▪ Define a hypothesis, describe the steps of hypothesis testing, and describe and interpret the choice of the null and alternative hypotheses |



**8. Content**

| 8.1 | Lectures | Teaching methods | Observations (hours & readings) |
|--|---|--|--|
| 1. | The nature of business research (concepts, epistemological views), the research process, and the research proposal | Free presentation, slides | 4 (R1, R2) |
| 2. | The literature review and hypotheses formulation | Free presentation, slides | 4 (R1, R2, R4) |
| 3. | Research approaches – qualitative and quantitative | Free presentation, slides, exercises, debates | 4 (R1, R2) |
| 4. | Conducting the research: primary data, secondary data, measurement, scales, type of scales, reliability, and validity | Individual work + Free presentation, slides, exercises | 4 (R1, R2, R3, R4) |
| 5. | Research methods: observation, action, ethnography, focus group, interview, survey and experiments | Free presentation, slides, exercises, debates | 4 (R1, R2, R3) |
| 6. | Field studies Research specificity in economics and finance: descriptive statistics, regression analysis, case studies, forecasting, econometric modeling, experiential economics, event studies | Free presentation, slides, exercises, debates | 4 (R1, R2, R3) |
| 7. | Statistical background: data examination, hypothesis testing, measures of association Writing up and presentation of research outcomes; the research report; notions of academic writing | Free presentation, slides, exercises, debates | 4 (R1, R2, R3, R4) |
| <p>Bibliography Main readings: R1. Blumberg, B.F, Cooper, D.R., Schindler, P.S., 2014. <i>Business Research Methods</i>. Fourth Edition, McGraw-Hill. R2. Schindler, P.S., 2022. <i>Business Research Methods</i>. Fourteenth Edition, McGraw-Hill. R3. Jaggia, S., Kelly, A., 2024. <i>Essentials of Business Statistics</i>. Third Edition, McGraw-Hill. R4. CFA Institute Investment Series' Books published by Wiley. Available at: https://www.wiley.com/learn/cfashowcase/#portfolio (CFA). Additional readings: Other readings such as cases, simulations, journal papers, press articles will be provided periodically throughout the course via FEAA eLearning platform, e-mail or handed-in in class.</p> | | | |
| 8.2 | Seminars / Labs | Teaching methods | Observations (hours & readings) |
| 1. | How to prepare a good research proposal | Free discussions, exercises | 2 (R1, R2) |
| 2. | How to write a good literature review | Free discussions, exercises | 2 (R1, R2) |





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| 3. | How to prepare a good research instrument (questionnaire, guide, etc.) | Free discussions, exercises | 2 (R1, R2) |
| 4. | How to prepare a good research instrument (questionnaire, guide, etc.) Pretesting and testing instruments (quantitative and qualitative) | Free discussions, exercises | 2 (R1, R2, R3) |
| 5. | Pretesting and testing instruments (quantitative and qualitative) | Free discussions, exercises | 2 (R1, R2, R3, R4) |
| 6. | How to interpret research statistics | Free discussions, exercises | 2 (R1, R2, R3, R4) |
| 7. | How to write a good research report | Free discussions, exercises | 2 (R1, R2) |

Bibliography**Main readings:**

R1. Blumberg, B.F, Cooper, D.R., Schindler, P.S., 2014. *Business Research Methods*. Fourth Edition, McGraw-Hill.

R2. Schindler, P.S., 2022. *Business Research Methods*. Fourteenth Edition, McGraw-Hill.

R3. Jaggia, S., Kelly, A., 2024. *Essentials of Business Statistics*. Third Edition, McGraw-Hill.

R4. CFA Institute Investment Series' Books published by Wiley. Available at: <https://www.wiley.com/learn/cfashowcase/#portfolio> (CFA).

Additional readings:

Other readings such as cases, simulations, journal papers, press articles will be provided periodically throughout the course via FEAA eLearning platform, e-mail or handed-in in class.

9. Corroboration of the course content with the expectations of community representatives, professional associations and representative employers from the programme's related field

This course provides students with the core knowledge, skills, and abilities that are generally accepted and applied by finance and investments professionals throughout the world. Topics are selected in accordance to the requirements of Chartered Financial Analyst (CFA) and Professional Risk Manager (PRM) world-leading certifications for finance and risk management, to offer the adequate preparation for CFA and PRM exams.

The course content is correlated to that of similar courses taught at renowned universities and is continuously updated based on the feedback of students and alumni.

Moreover, this is a student-centered course that follows the best practices of learning and teaching in undergraduate education through the adoption of a variety of active-learning instructional methods.

10. Assessment

| Type of activity | 10.1 Assessment criteria | 10.2 Assessment methods | 10.3 Weight in final grade (%) |
|--------------------|--|--|--------------------------------|
| 10.4 Lectures | Format: multiple-choice, true-false and open questions Criteria: clarity of explanation and accuracy of answers | Quizzes (multiple-choice, true-false and open questions) | 30% |
| 10.5 Seminars/Labs | Active participation in class discussions, give comments to fellow students etc. | Active participation | 20% |





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| | <ul style="list-style-type: none">- Quality of work in a team of students- Clarity of speech and ideas and quality of argument, introduction and conclusion in the presentation of projects- Originality of projects- Punctuality in assignments completion | Research Project (Research Proposal, Literature Review, Final Project, Presentation of the project) | 50% |
| 10.6 Minimum performance standard | | | |
| <ul style="list-style-type: none">▪ Students will prove basic knowledge of research methods (definition, design appropriateness, advantages and disadvantages etc.).▪ A minimum passing grade of 5 is required, computed as $F = 0.3 \times Q + 0.2 \times AP + 0.5 \times RP$, where F – final grade, Q – quizzes, AP – active participation, RP – research project. | | | |

Date
19.09.2023

Course Coordinators
Prof. dr. Marius Alin Andrieș
Lect. dr. Nicu Sprincean

Seminar Coordinator
Lect. dr. Nicu Sprincean

Date of approval
26.09.2023

Head of Department
Prof. dr. Ovidiu Stoica

