

**COURSE OUTLINE 2023-2024****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	Management
1.5 Cycle of study	master
1.6 Study program / Qualification	Strategic Human Resource Management in Europe

2. Information about the course

2.1 Course title		Empirical Social Research (Part 1)					
2.2 Course coordinator		Professor Adriana Zait , PhD					
2.3 Seminar coordinator		Assistant Iuliana Chitac , PhD					
2.4 Year of study	1	2.5 Semester	1	2.6 Type of evaluation*	E	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	1.5	out of which: 3.2 course	0.5	3.3 seminar / laboratory	1
3.4 Total number of hours per semester	21	out of which: 3.5 course	7	3.6 seminar / laboratory	14
Time allocation					h
Study based on course book, course materials, bibliography and other					10
Supplementary study in the library, on electronic platforms and on the field					15
Preparing seminars/laboratories, assignments, papers, portfolios and essays					10
Tutorship					2
Examination					2
Other activities					

3.7 Total hours of individual study	39
3.8 Total hours per semester	60



3.9 Number of credits	2
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4. Prerequisites (if applicable)

4.1 Referring to curriculum	1st, 2nd and 3rd semester
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

Professional competences	C1 – Gathering, processing and analyzing information data C2 – Assistance for managing empirical research C3 – Managing sampling and data analysis
Transversal competences	CT2 – Identifying roles and responsibilities within a multi-specialized team and applying relational techniques and efficient work techniques within the team

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

7.1 General objective	The course provides students with an overview of empirical social research methods in management studies. The focus will be on quantitative methods. Major topics of the course are questions of research design, research questions, hypotheses, operationalization, sample strategies, data collection in the field. In addition, students will learn about techniques of analyzing quantitative and qualitative data and gain some insight in experimental research.
7.2 Specific objectives	After successfully finalizing this course, students will be able to: <ul style="list-style-type: none"> ▪ Understand and use the basic notions of empirical research ▪ Be able to define research problem, research questions, research hypotheses ▪ Understand and define sampling ▪ Understand and use empirical analysis ▪ Understand and interpret data ▪ Understand and apply results in the business environment

8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	Research Designs and Methods	Interactive course, heuristic conversation, problem solving method	2 hours
2.	Research Questions/Hypotheses	Interactive course, heuristic conversation, problem solving method	2 hours
3.	Qualitative methods and data analysis	Interactive course, heuristic conversation, problem solving method	3 hours
Bibliography <ul style="list-style-type: none"> • Saunders, M. / Lewis, P. / Thornhill, A. (2012): Research methods for business students, 6th edition, Essex: Pearson Education. • Flick, U. (2009): An introduction to qualitative research, 4th revised edition, Los Angeles: Sage Publications • recent articles (2020-2023) on the subject, uploaded online 			
8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-7.	Read and prepare to discuss the materials indicated at the previous seminar. Prepare the three seminar projects. Work on examples related to work experiences and future dissertations	Interactive teaching methods, case study method, examples	14 hours

**Bibliography**

- Saunders, M. / Lewis, P. / Thornhill, A. (2012): Research methods for business students, 6th edition, Essex: Pearson Education

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	midterm test (10%) and exam (40%)	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	reading and discussing recommended materials, preparing a research project (10% literature review and research proposal, 20% methodology and data collection, 20% final project with results and interpretation	50
10.6 Minimal performance standard			
Obtaining 5 points (out of 10) both for the evaluation along the semester (midterm test + seminar) and for the final evaluation (exam).			

Date

Course coordinator

Seminar coordinator

24 September 2023

Prof. **Adriana Zait**, Ph.D.Assist. **Iuliana Chitac**, PhD

Date of approval in the department

Head of department

27 September 2023

Prof. **Andrei Neșțian**, PhD