

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2025-2026

2. Information on the discipline

2.1. Name	Qualitative Research Methodology in the Social Sciences								
2.2. Code	25.0223IF2.1-0001								
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	conf.univ.dr. CIUBĂNCAN Magdalena					magdalena.ciubancan@rei.ase.ro		
	S(S)	lect.univ.dr. RADLER DANIELA					daniela.radler@rei.ase.ro		

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 1.00
	S(S) 2.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 14.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	58.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	14.00
Tutorials	2.00
Examinations	4.00
Other activities	8.00

4. Prerequisites

4.1. of curriculum	Knowledge and abilities of academic study and communication.
4.2. of competences	English language proficiency at B1-B2, according to the European Framework for languages(CEFR)

5. Conditions

for the C(C)	The lectures are held on campus and/or online according to the regulations in force
for the S(S)	The seminars are held on campus and/or online according to the regulations in force

6. Acquired specific competences

PREFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;
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7. Objectives of the discipline

7.1. General objective	Understanding the main concepts of qualitative research and developing the skills to conduct qualitative research projects
7.2. Specific objectives	<ul style="list-style-type: none"> • Awareness of research paradigms and approaches to developing a research plan; • Defining research objectives and research questions/hypotheses; • Evaluation of research methods and procedures with a view to selecting the appropriate techniques to conduct specific research designs

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Main paradigms in research philosophy	Lecture Discussions based on examples 2 hours	Ciubăncan, M. - Suport de curs disponibil pe platforma online.ase.ro
2	Qualitative research - features and methods	Lecture Discussion based on examples 2 hours	Ciubăncan, M. - Suport de curs disponibil pe platforma online.ase.ro
3	Specific methods for data collection in qualitative research	Lecture 4 hours Discussion based on examples	Ciubăncan, M. - Suport de curs disponibil pe platforma online.ase.ro
4	Processing the data for analysis: codes, categories, themes	Lecture Discussion based on examples 4 hours	Ciubăncan, M. - Suport de curs disponibil pe platforma online.ase.ro
5	Methods of qualitative data analysis and specific methods for ensuring the validity of the interpretation	Lecture Discussion based on examples 2 hours	Ciubăncan, M. - Suport de curs disponibil pe platforma online.ase.ro

Bibliography

- Ciubancan, Magdalena, Suport de curs , online.ase.ro
- Silverman, D ., Doing Qualitative Research – A Practical Handbook, Sage, London, 2006
- Holliday, A., Doing and Writing Qualitative Research, Sage, London, 2002
- Cohen, L.and L.Manion , Research Methods in Education, Routledge, London, 1994
- Flick, U , An Introduction to Qualitative Research, Sage, London, 2002
- Bell, J., Doing Your Research Project, Open University Press, Maidenhead, 2010

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Inductive and deductive analysis methods Examples of research studies	Analysis of examples Discussion 2 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
2	Making a research proposal: defining objectives, research questions and hypotheses, operationalising research objectives.	Analysis of examples 2 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
3	Making a research plan: stages, justifying the choice of research approach and methods; methods of ensuring validity	Analysis of examples 2 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
4	Selecting research topics for student research projects, formulating objectives and research questions.	Group work 2 ore	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
5	Collecting data through in-depth interviews and/or focus groups	Use of data collection methods: interviews, focus group 4 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
6	Processing and analysis of the collected data	Analysis of collected data 4 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
7	Data interpretation and formulating conclusions	Analysis Group work 4 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
8	Drafting the research report	Analysis of examples Discussion 2 hours	Radler, D. – suport de seminar disponibil pe platforma online.ase.ro
9	Project presentations and feedback	Presentations 4 hours	-

Bibliography

- Radler, D., Suport de seminar, online.ase.ro
- Cohen, L. and L. Manion, Research Methods in Education, Routledge, London, 1994
- Flick, U, An Introduction to Qualitative Research, Sage, London, 2002
- Bell, J., Doing Your Research Project, Open University Press, Maidenhead, 2010
- Holliday, A., Doing and Writing Qualitative Research, Sage, London, 2002

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Teaching is correlated with quantitative methodology module and international research standards.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Participation and interaction	-Recording attendance and participation	10.00
10.2. S(S)	Quality of seminar participation Quality of group research projects	-Task accomplishment, quality of research projects	40.00
10.3. Final assessment	Examen (scris sau oral, in function of reglementarile adoptate)	Oral exam	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Contribution to group research project to indicate understanding of main research concepts and practices. Exam attendance.		

Date of listing,
06/13/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,