

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 | International business and economics |
| 1.5. Cycle of studies | Master Studies |
| 1.6. Education type | Full-time |
| 1.7. Study programme | Business Communication in English |
| 1.8. Language of study | English |
| 1.9. Academic year | 2017-2018 |

2. Information on the discipline

| | | | | | | | | | |
|--------------------|-----------------------------|-----------------------------------|----------|-------------------------|-------------|-------------------------------|-------------------------|-----------------------------|----------|
| 2.1. Name | Qualitative Research | | | | | | | | |
| 2.2. Code | 17.0091IF1.1-0008 | | | | | | | | |
| 2.3. Year of study | 1 | 2.4. Semester | 1 | 2.5. Type of assessment | Exam | 2.6. Status of the discipline | O | 2.7. Number of ECTS credits | 3 |
| 2.8. Leaders | C(C) | conf.univ.dr. BARDI Mirela | | | | | mirela.bardi@rei.ase.ro | | |
| | S(S) | conf.univ.dr. BARDI Mirela | | | | | mirela.bardi@rei.ase.ro | | |

3. Estimated Total Time

| | |
|---|----------------|
| 3.1. Number of weeks | 14.00 |
| 3.2. Number of hours per week | 2.00 of which |
| | C(C) 1.00 |
| | S(S) 1.00 |
| 3.3. Total hours from curriculum | 28.00 of which |
| | C(C) 14.00 |
| | S(S) 14.00 |
| 3.4. Total hours of study per semester (ECTS*25) | 75.00 |
| 3.5. Total hours of individual study | 47.00 |
| <i>Distribution of time for individual study</i> | |
| Study by the textbook, lecture notes, bibliography and student's own notes | 10.00 |
| Additional documentation in the library, on specialized online platforms and in the field | 10.00 |
| Preparation of seminars, labs, assignments, portfolios and essays | 20.00 |
| Tutorials | 5.00 |
| Examinations | 2.00 |
| Other activities | |

4. Prerequisites

| | |
|---------------------|--|
| 4.1. of curriculum | |
| 4.2. of competences | |

5. Conditions

| | |
|--------------|--|
| for the C(C) | |
| for the S(S) | |

6. Acquired specific competences

| | | |
|--------------|----|--|
| PREFESSIONAL | C1 | |
|--------------|----|--|

7. Objectives of the discipline

| | |
|--------------------------|---|
| 7.1. General objective | <ul style="list-style-type: none"> • Understanding the major concepts and development of qualitative research abilities |
| 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 most appropriate techniques to conduct specific research designs |

8. Contents

| 8.1. C(C) | | Teaching/Work methods | Recommendations for students |
|-----------|---|--|---|
| 1 | 1. Main paradigms in the philosophy and practice of research: positivism, interpretivism, pragmatism. | Student-centred teaching, drawing on students' experience and background knowledge and fostering classroom interaction. Lecture Analysis of examples | Study of module reference materials and participation to the discussion tasks proposed during the sessions. |
| 2 | 2. Strengths and weaknesses of qualitative research, deductive and inductive approaches. | Idem | Idem |
| 3 | 3. Making a research design: defining objectives, research questions and hypotheses, operationalising research objectives. | Idem | Idem |
| 4 | 4. Collecting primary data by using specific methods: semi-structured/unstructured interviews, focus group interviews, group discussions. | Idem | Idem |
| 5 | 5. Collecting primary data by using ethnographic field notes, life histories, accounts and visual data. | Idem | Idem |
| 6 | 6. Data analysis: developing codes, categories and themes. | Idem | Idem |
| 7 | 7. Data analysis: validation of interpretation, respondent validation, reliability, generalisability | Idem | Idem |

Bibliography

- Bardi, M, Measuring the Impact of the PROSPER Project – A Learning Experience in Tribble C, (ed) Managing Innovation in ELT – Lessons from Experience, London: British , 2012
- Bardi, M, G. Chefneux, D. Comanetchi, T. Magureanu , Innovation in Teaching English for Specific Purposes in Romania - A Study of Impact, Bucuresti: Cavallioti, 1999
- Bell, J , Doing Your Research Project, Maidenhead: Open University Press, 2010
- Cohen, L. and L. Manion , Research Methods in Education, London: Routledge, 1994
- Flick, U , An Introduction to Qualitative Research, London: Sage, 2002
- Grix, J , The Foundations of Research, Basingstoke: Palgrave, 2010
- Holliday, A , Doing and Writing Qualitative Research, London: Sage, 2002
- Saunders, M, Lewis, P and A. Thornhill , Research Methods for Business Students, Harlow: Prentice Hall, 2009
- Silverman, D , Doing Qualitative Research – A Practical Handbook, London: Sage, 2006

| 8.2. S(S) | | Teaching/Work methods | Recommendations for students |
|-----------|---|--|--|
| 1 | 1. Inductive and deductive methodologies, analysis of published studies. | Analysis of examples | Group and plenary discussion |
| 2 | 2. Stages in developing a research design: research areas, research topics, objectives | Idem | Idem |
| 3 | 3. Defining specific research questions and hypotheses, formulating RQ for the research topics chosen by students | Group interaction to develop RQ/Hypotheses | Students will choose research topics and design a study schedule |
| 4 | 4. Selecting specific research methods for the chosen research project | idem | idem |
| 5 | 5. Developing interview schedules and collecting data through interviews conducted in class | Conducting interviews | idem |
| 6 | 6. Analysing and presenting the data | Group work and presentations | presentations |
| 7 | 7. Analysis of published qualitative research | Analysis/Discussions | discussion |

Bibliography

- Bardi, M , Managing Innovation – Aspects of Professional Learning, Cavallioti, Bucurest, 2007
- Edge,J and K.Richards , “May I See your Warrant, Please?: Justifying Outcomes in Qualitative Research”, Applied Linguistics 19/3 , Oxford: Oxford University Press, 1998
- Saunders, M, Lewis, P and A. Thornhill , Research Methods for Business Students, Harlow:Prentice Hall, 2009
- Stewart, D.W and P.N. Shamdasani, Focus Groups – Theory and Practice, Newbury Park, CA: Sage Publications, 1990
-

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

| |
|--|
| |
|--|

10. Assessment

| Type of activity | Assessment criteria | Assessment methods | Percentage in the final grade |
|---------------------------------------|---------------------|--------------------|-------------------------------|
| 10.1. C(C) | | | 20.00 |
| 10.2. S(S) | | | 20.00 |
| 10.3. Final assessment | | | 60.00 |
| 10.4. Modality of grading | Whole notes 1-10 | | |
| 10.5. Minimum standard of performance | | | |

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,