FACULTY OF SOCIETY AND SCIENCE

Course Title:	**Business Perspective to Research Methods**				
Course code (LAIS):	**Ekon5032**				
Study programme:	**Tourism Competitiveness Management**				
Level of Study programme:	☐ 1st level professional higher education				
	☐ Professional Bachelor				
	☐ Professional Master				
	☒ Academic Master				
	☐ PhD level				
Type of Study programme:	☒ Compulsory course (Part A)				
	☐ Professional specialization courses (Part B, compulsory)				
	☐ Professional specialization optional courses (Part B, optional)				
	☐ Elective courses (Part C)				
Course Workload:	**Credits**	**ECTS**	**Academic hours**	**Contact hours**	**Independent work hours**
	3	4,5	120	36	84
Course Author/ Tutor:	Assistant prof. Linda Veliverronena, PhD		Guest lecturer Ilona Beliatskaya, MSc, MA		Associate prof.Vineta Silkāne, Dr.Psych.
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	Consultation: according to the schedule				
Study Form:	Full time				
Study year, semester:	1st study year, 1st. semester				
Language:	English or Latvian				
Prerequisites for the Course:	None				
Course Summary:	The aim of the course is to extend and deepen understanding of different social science research, approaches and methods by providing knowledge and skills on how to design and carry out independent research. This course will assist students in identifying, discussing and formulating a research problem and will cover the key stages of empirical business research process, including the choice of research design, both qualitative and quantitative data collection, sampling and analysis methods, as well as reflect on critical interpretation and presentation of research results keeping in mind tourism business context.				
Course methods	Lectures, individual and group assignments, presentations, tests and self-tests, independent literature studies, group discussions, simulations.				
Assessment and requirements for Credits:	The total grade of study course is formed by summative approach. Individual assignments I (statistical data analysis) – 20 % Individual assignment II (qualitative data analysis) - 20 % Master Thesis proposal - 40 % Tests of statistical data analysis – 20 % - To pass the course all assignments must be completed and submitted on time. Written assignments have to be submitted according to the deadlines and delayed submissions decrease the mark. - Assignments must be prepared in accordance with academic standards and the instructions provided by the teachers - Written assignment has to receive a positive grade *If the student does not fulfill the conditions set for obtaining a positive overall evaluation, the course must be retaken in its entirety the next time;* *- Participation in the course will be evaluated in a 10-point system, taking into account the following criteria:* *With distinction (10) – knowledge, skills and competence exceed the course requirements, the student is able to freely choose and apply appropriate research methods, develop a reliable research design and to integrate innovate tools of data collection and analysis, to justify selected methods;* *excellent (9) – knowledge, skills and competence meet the course requirements, the student is able to freely choose and apply appropriate research methods, develop a research design and justify it;*				

	very good (8) – the course requirements are fully met, in some cases there is not a deep enough understanding to independently use the knowledge in solving more complex problems related to research planning and implementation; *good (7) – in general, the course requirements are met, however, sometimes support is needed in the design of the research, the selection, adaptation and application of research methods, which is caused by the lack of in-depth understanding and the restricted ability to use the acquired knowledge independently in specific complex situations;* *almost good (6) – the course requirements are fulfilled, however, the understanding of the research methods is not deep enough, the student only knows the most frequently used methods, restricted ability to apply the acquired knowledge;* *satisfactory (5) – the course requirements are generally fulfilled, however, the understanding of the research methods is not deep enough, the student only knows the most frequently used methods, and is also often unable to apply the knowledge to specific situations, use it practically in order to achieve reliable research results;* *almost satisfactory(4) – the course requirements are met in general, however, the student only knows the basic principles of research methodology and some of the more frequently used methods, there are significant difficulties with the reasoning of choices of methods and the application of knowledge in practice, restricted ability to deliver reliable research results;* *poor (3) – knowledge of course topics is superficial and incomplete, the student is unable to use them in specific situations;* *very poor (2) – there is superficial knowledge, very limited understanding of the basic issues of the course, most of the requirements are not met;* *extremely poor (1) – there is no understanding of the basic problems of the course and related issues, there is almost no knowledge of the topics covered in the course.*
Abiding by the Academic Ethics	Students must observe academic and research ethics and regulations governing the study and research process of the Vidzeme University of Applied Sciences, including: – Study papers must be independently developed; – The study work should reference all statements, ideas and data used that have been authored by someone else; – Sources must be either quoted in accordance to the academic standards or paraphrased. Copy-pasting a piece of text and failure to mark it accordingly constitutes plagiarism. Such an offence, in turn, may result in suspending the student from the course. – Appropriate research methods must be employed. Empirical data must be collected independently and must not be distorted or falsified; – Assignments must be carried out by the student independently, without undeclared or unethical support from other parties. If the student fails to comply with academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations. This may result in either having to re-take the course or exmatriculation of the student.

Learning Outcomes; the evaluation methods and criteria	<table><tr><th>Learning Outcomes</th><th>The evaluation methods and criteria</th></tr><tr><td colspan="2">Knowledge</td></tr><tr><td>Know the key concepts and theories related to research methodology in social sciences</td><td>Individual assignments, discussions</td></tr><tr><td>In-depth knowledge of the research designs and research types</td><td>Individual assignments, tests</td></tr><tr><td>Knowledge of frequently used methods of data sampling, collection and analysis and contemporary transformations of social science research methods</td><td>Individual assignments, tests</td></tr><tr><td colspan="2">Skills</td></tr><tr><td>Can plan, collect quantitative and qualitative data and justify data collection methods data</td><td>Individual and group assignments, tests, discussions</td></tr><tr><td>Can identify, define and discuss research problem</td><td>Individual assignments, discussions</td></tr><tr><td>Can select and apply sampling methods</td><td>Individual assignments, tests, discussions</td></tr><tr><td>Can perform statistical data analysis and analysis of qualitative data, as well as justify chosen methods</td><td></td></tr></table>

	Competency	
	Can plan research independently and to develop research design and carry it out while abiding principles of research ethics	Individual assignments, tests, discussions
	Can choose, combine and apply different research methods, and justify them.	Individual assignments, tests, discussions
	Can argue methodological choices and discuss course topic related questions, to express critical opinion.	Individual assignments, tests, discussions
	Can present, discuss and contextualize research results, evaluate critically	Individual and group assignments, discussions
Course compulsory literature	1. Bell, E., Brymen, A. (2018). Business Research Methods. Oxford University Press. 2. Silverman, D. (2006). *Interpreting Qualitative Data.* London: SAGE Publications 3. Van Leeuwen, T., Jewitt, C. (2008) Handbook of Visual Analysis. London, New York: Sage Publications 4. Fielding, N.G., L.R.M., Blank, G. (2017). Sage Handbook of Online Research Methods.Londong:Sage Reference.	
Additional literature	1. Cresweel J.W. (2003). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches.* London, New Delhi: SAGE Publications 2. Kimberly A. N. (2002). *The Content Analysis guidebook.* SAGE Publications 3. Krippendorff (2004*). Content analysis. An introduction to its methodology.* SAGE Publications 4. Mason, J. (2002, 2007). *Qualitative researching.* SAGE Publications 5. Silverman, D. (2005). *Doing Qualitative Research.* London: SAGE Publications 6. Usunier , J-C., van Herk, H., Lee, J.A. (2017). International and Cross-Cultural Business Resarch. London: Sage. 7. Babbie, E. (2004). *The Practice of Social research.* Belmont, California: Wadsworth Publishing Company 8. Hoover, K., Donovan, T. (2008). *The Elements of Social Scientific Thinking.* ThomsonWadsworth	
Course confirmation date:	12.05.2021.	
Date of course description update:	-	

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	**Independent work hours**	
The date is specified before the implementation of the course	Introduction to study course. Tourism business perspective to social science research methods. Contemporary development of social science research.	4	10	Lecture, workshop, discussions, literature studies
	Types of research strategies and designs.	2	5	Lecture, workshop, discussions, literature studies
	Research ethics	2	5	Lecture, workshop, discussions, case studies, literature studies
	Principles of sampling. Quantitative data collection and questionnaire design.	2	5	Lecture, workshop, practical assignments, home work, literature studies
	Statistical data analysis: normal	18	31	Lecture, workshop,

	distributing, testing for different groups, parametric and non-parametric tests, t-tests, ANOVA, two-factorial ANOVA, contingency tables, linear regression, correlations, factor analysis			practical assignments, home work, tests, literature studies
	Qualitative data sources and collection (interview, focus group discussion, observation, visual data sources)	4	14	Lecture, workshop, practical assignments, discussions, home work, literature studies
	Qualitative data analysis	4	14	Lecture, workshop, practical assignments, discussions, home work, literature studies
Hours total:		***36***	***84***	