

**FACULTY OF SOCIETY AND SCIENCE**

<b>Course Title:</b>	<b>Business Perspective to Research Methods</b>				
<b>Course code (LAIS):</b>	<i>The course will be registered after receiving the license</i>				
<b>Study programme:</b>	<b>Tourism Competitiveness Management</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input checked="" type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	3	4,5	120	36	84
<b>Course Author/ Tutor:</b>	Assistant prof. Linda Veliverronena, PhD		Guest lecturer <b>Iļona Beliatskaya</b> , MSc, MA		Associate prof. Vineta Silkāne, Dr.Psych.
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	Consultation: according to the schedule				
<b>Study Form:</b>	Full time				
<b>Study year, semester:</b>	1 <sup>st</sup> study year, 1 <sup>st</sup> . semester				
<b>Language:</b>	English or Latvian				
<b>Prerequisites for the Course:</b>	None				
<b>Course Summary:</b>	<p>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.</p>				
<b>Course methods</b>	Lectures, individual and group assignments, presentations, tests and self-tests, independent literature studies, group discussions, simulations.				
<b>Assessment:</b>	<p>The total grade of study course is formed by summative approach.</p> <p>Individual assignments I (statistical data analysis) – 20 %</p> <p>Individual assignment II (qualitative data analysis) - 20 %</p> <p>Master Thesis proposal - 40 %</p> <p>Tests of statistical data analysis – 20 %</p>				
<b>Requirements for Credits:</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>- Assignments must be prepared in accordance with academic standards and the instructions provided by the teachers</li> <li>- Written assignment has to receive a positive grade</li> </ul>				
<b>Abiding by the Academic Ethics</b>	<p>Students must observe academic and research ethics and regulations governing the study and research process of the Vidzeme University of Applied Sciences, including:</p> <ul style="list-style-type: none"> <li>– Study papers must be independently developed;</li> <li>– The study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– 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.</li> <li>– Appropriate research methods must be employed. Empirical data must be collected</li> </ul>				

	<p>independently and must not be distorted or falsified;</p> <ul style="list-style-type: none"> <li>– Assignments must be carried out by the student independently, without undeclared or unethical support from other parties.</li> </ul> <p>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.</p>	
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>	<b>The evaluation methods and criteria</b>
	<b>Knowledge</b>	
	Know the key concepts and theories related to research methodology in social sciences	Individual assignments, discussions
	In-depth knowledge of the research designs and research types	Individual assignments, tests
	Knowledge of frequently used methods of data sampling, collection and analysis and contemporary transformations of social science research methods	Individual assignments, tests
	<b>Skills</b>	
	Can plan, collect quantitative and qualitative data and justify data collection methods data	Individual and group assignments, tests, discussions
	Can identify, define and discuss research problem	Individual assignments, discussions
	Can select and apply sampling methods	Individual assignments, tests, discussions
	Can perform statistical data analysis and analysis of qualitative data, as well as justify chosen methods	
	<b>Competency</b>	
	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
<b>Course compulsory literature</b>	<ol style="list-style-type: none"> <li>1. Bell, E., Brymen, A. (2018). <i>Business Research Methods</i>. Oxford University Press.</li> <li>2. Silverman, D. (2006). <i>Interpreting Qualitative Data</i>. London: SAGE Publications</li> <li>3. Van Leeuwen, T., Jewitt, C. (2008) <i>Handbook of Visual Analysis</i>. London, New York: Sage Publications</li> <li>4. Fielding, N.G., L.R.M., Blank, G. (2017). <i>Sage Handbook of Online Research Methods</i>. Londong:Sage Reference.</li> </ol>	
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Cresweel J.W. (2003). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. London, New Delhi: SAGE Publications</li> <li>2. Kimberly A. N. (2002). <i>The Content Analysis guidebook</i>. SAGE Publications</li> <li>3. Krippendorff (2004). <i>Content analysis. An introduction to its methodology</i>. SAGE Publications</li> <li>4. Mason, J. (2002, 2007). <i>Qualitative researching</i>. SAGE Publications</li> <li>5. Silverman, D. (2005). <i>Doing Qualitative Research</i>. London: SAGE Publications</li> <li>6. Usunier , J-C., van Herk, H., Lee, J.A. (2017). <i>International and Cross-Cultural Business Resarch</i>. London: Sage.</li> </ol>	

	<p>7. Babbie, E. (2004). <i>The Practice of Social research</i>. Belmont, California: Wadsworth Publishing Company</p> <p>8. Hoover, K., Donovan, T. (2008). <i>The Elements of Social Scientific Thinking</i>. ThomsonWadsworth</p>
<b>Course confirmation date:</b>	12.05.2021.
<b>Date of course description update:</b>	-

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	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 distributing, testing for different groups, parametric and non-parametric tests, t-tests, ANOVA, two-factorial ANOVA, contingency tables, linear regression, correlations, factor analysis	18	31	Lecture, workshop, practical assignments, home work, tests, literature studies
	Qualitative data sources and collection (interview, focus group discussion, observation, visual data sources), application in tourism	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
<b>Hours total:</b>		<b>36</b>	<b>84</b>	