

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Metodologija znanstvenega raziskovanja
Course title	Scientific Research Methodology

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna ekonomija	Poslovna ekonomija	1.	1.
Business Economics	Business Economics	1 st	1 st

Vrsta predmeta/Course type obvezni/obligatory

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
45	45				315	15

Nosilec predmeta/Lecturer: doc. dr. Ivan Verdenik

Jeziki/ Predavanja/Lectures: slovenski/Slovenian
Languages: Vaje/Tutorial: slovenski/Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: **Prerequisites:**

<ul style="list-style-type: none"> • Vpis v študijski program. 	<ul style="list-style-type: none"> • Enrolment in the study programme
---	--

Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • Prikaz ključnih raziskovalnih pristopov na področju poslovne ekonomije (kvantitativna raziskava, kvalitativna raziskava, evalvacijska raziskava, akcijsko raziskovanje itd.). • Načrtovanje in potek empirične raziskave (izhajajoč iz individualnega raziskovalnega dela udeležencev). • Tehnike zbiranja empiričnih podatkov na področju poslovne ekonomije (anketa, ocenjevalne lestvice, lestvice stališč, intervju, opazovanje ...), vključno s postopki sestavljanja merskih instrumentov in njihovo uporabnostjo ter z merskimi karakteristikami instrumentov (veljavnost, zanesljivost, objektivnost, občutljivost). • Povezanost raziskovanja s teorijo (pomen teoretičnega okvira za oblikovanje problema raziskovanja in operacionalizacijo raziskovalnih vprašanj, prenos raziskovalnih ugotovitev v prakso). 	<ul style="list-style-type: none"> • Demonstration of the key research area in business economics (quantitative research qualitative research, evaluation research, action research, etc.). • Planning and development of an empirical research (starting from individual research of the participants). • Empirical data collection techniques in the field of business economics (survey and evaluation of the scale, the positions scale, interview, observation, etc.), including the procedures of creating measurement instruments and their usage, including characteristics of measurement instruments (validity, reliability, objectivity, sensitivity). • Integration of research with theory (importance of the theoretical framework for designing the research problem and operationalization of questions, transfer of research findings into practice). • The problem of searching the relevant research questions, the importance of
--	---

<ul style="list-style-type: none"> • Problematika iskanja relevantnih raziskovalnih vprašanj, pomen za družbo in vpliv raziskovalnih ugotovitev na prakso. • Sodobni raziskovalni trendi v raziskavah na področju poslovne ekonomije, analiza izbranih primerov raziskav. • Kriteriji ugotavljanja kakovosti opravljenih raziskav in uporaba kriterijev za analizo izbranih primerov. 	<p>research for society and the impact of findings on the practice. Contemporary research trends in the field of business economics research, analysis of selected case studies.</p> <ul style="list-style-type: none"> • Criteria determining the quality of the performed research and application of the criteria analysing the selected cases.
--	---

Temeljna literatura in viri/Readings:

Denzin, N. K. in Lincoln, Y. S. (2003). *Collecting and Interpreting Qualitative Materials*. Thousand Oaks: Sage Publications, str. 47-176.

Field, A. (2000). *Discovering Statistics Using SPSS for Windows*. London: Sage Publications, str. 49-57, 103-205, 243-323, 423-471.

Reason, P. & Bradbury, H. (2006). *Handbook of Action Research*. London: Sage Publications, str. 15-207.

Sapsford, R. & Jupp, V. (2006). *Data Collection and Analysis*. London: Sage Publications, str. 1-122.

Scheurich, J. J. (1997). *Research method in the postmodern*. London: Falmer.

Cilji in kompetence:

Namen predmeta je poglobiti že pridobljeno metodološko znanje in ga razširiti s kompleksnejšimi raziskovalnimi pristopi. Cilj predmeta je usposobiti kandidate za samostojno načrtovanje in izvedbo empirične raziskave na področju poslovne ekonomije: od ustreznega konceptualiziranja raziskovalnega problema in pregleda stanja na določenem področju, preko postavljanja teoretsko utemeljenih raziskovalnih vprašanj in izbora ustreznih raziskovalnih pristopov in metod do analize in interpretacije podatkov ter oblikovanja zaključkov, pomembnih za implementacijo raziskovalnih ugotovitev v prakso.

Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:

- celovito kritično mišljenje, sposobnost analize, sinteze in predvidevanja rešitev s področja ekonomskih, poslovnih, upravnih, organizacijskih in drugih ved (interdisciplinarnost),
- poznavanje in uporaba raziskovalne metodologije (metode, postopki, procesi, tehnologije),
- usposobljenost za predstavljanje pridobljenega znanja in raziskovalnih dognanj na domačih in tujih znanstvenih konferencah in v mednarodnem raziskovalnem okolju,

Objectives and competences:

The purpose of the course is to deepen the already acquired methodological knowledge and extend it with more complex research approaches. The aim of the course is to teach candidates for an independent planning and execution of empirical research in the field of business economics: from the corresponding conceptualization of the research problem and reviewing the situation in a particular area, through the placing of theoretically defined research questions and selection of the relevant issues of eligible research approaches and methods to the analysis and interpretation of data and forming the conclusions, relevant to the implementation of research findings into practice.

The learning unit mainly contributes to the development of the following general and specific competences:

- comprehensive critical thinking, the competence for analysis, synthesis and anticipating solutions in the field of economic, business, management, organizational and other sciences (interdisciplinarity),
- a thorough knowledge and usage of the research methodology (methods, procedures, processes, technologies),
- qualifications for representing the

<ul style="list-style-type: none"> • sposobnost za reševanje poslovnih problemov z uporabo znanstvenih metod in postopkov, • usposobljenost za evalvacijo kvalitete dela in dosežkov, • sposobnost za samostojno načrtovanje in izvedbo raziskovalnega dela, analizo in interpretacijo podatkov, oblikovanje in utemeljitev mnenj, stališč in predlogov ter pripravo raziskovalnega poročila, • usposobljenost za aktivno sodelovanje na znanstvenih konferencah, raziskovalnih delavnicah, doktorskih in znanstvenih seminarjih s področja ekonomskih in poslovnih ved, • temeljito poznavanje standardov in meril za pisanje strokovnih in znanstvenih člankov, prispevkov, raziskovalnih poročil, monografij idr. 	<p>acquired knowledge and research findings on domestic and foreign scientific conferences and in the international research environment,</p> <ul style="list-style-type: none"> • the ability for solving business problems using scientific methods and procedures, • the ability for independent planning and implementation of the research work, analysis and interpretation of data, formation and argumentation of opinions, views and proposals and preparation of the research reports, • competence for active participation in scientific conferences, research workshops and doctoral and scientific seminars in the field of economic and business sciences, • in-depth knowledge of the standards and measures for writing professional and scientific research papers, articles, research reports, monographs, etc.
---	--

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/Študentka:

- razvijejo sposobnost odkrivanja praktičnih problemov s področja poslovne ekonomije, ki jih je mogoče reševati z raziskovalnimi metodami in instrumenti;
- razvijejo zmožnost zastaviti, oblikovati in izvajati obsežen raziskovalni proces na izbranem področju in objavljati rezultate raziskovalnega dela;
- razvijejo zmožnost javnega predstavljanja in obrambe znanstvenih študij;
- razvijejo sposobnost integracije teoretskih spoznanj, raziskovalno-metodološkega znanja in praktičnih izkušenj ter zmožnost (samo)refleksije in (samo)kritičnosti raziskovalnega dela;
- razvijejo usposobljenost za raziskovanje.

Intended learning outcomes:

Knowledge and understanding:

Students:

- develop the ability of discovering practical problems in the field of business economics, which can be addressed with research methods and instruments;
- develop the ability to plan, develop and implement a comprehensive research process on a selected field and publish the results of research work;
- develop the ability of public presentation and defence of the scientific studies;
- are able to integrate the theoretical knowledge, research and methodological knowledge with practical experience, and the ability of (self-) reflection and (self-) criticism of their research work;
- develop the competences for performing the research.

Metode poučevanja in učenja:

Predmet poteka kot kombinacija predavanj, razprav in individualnega dela. V kritičnem dialogu udeleženci prispevajo svoja spoznanja in ugotovitve o izpeljanem raziskovalnem procesu in ugotovitvah.

Learning and teaching methods:

The course is a combination of lectures, discussions and individual work. The participants contribute their knowledge and findings about the derived research process and findings in the form of a critical dialogue.

Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
<p data-bbox="183 259 687 327">Način (pisni izpit, ustno spraševanje, naloge, projekt):</p> <ul data-bbox="236 365 687 757" style="list-style-type: none"> <li data-bbox="236 365 687 398">• pisni (ustni) izpit <li data-bbox="236 405 687 667">• raziskovalna naloga - individualno pisno poročilo (obseg najmanj 30.000 znakov) o svojem lastnem raziskovalnem delu in predstavitev raziskovalnega poročila z refleksijo raziskovalnega procesa in dobljenih rezultatov. <li data-bbox="236 674 687 757">• Lestvica ocen: uspešno, neuspešno. 	<p data-bbox="772 365 831 398">60%</p> <p data-bbox="772 398 831 427">40%</p>	<p data-bbox="927 259 1401 327">Types (written examination, oral examination, coursework, project):</p> <ul data-bbox="975 365 1401 703" style="list-style-type: none"> <li data-bbox="975 365 1401 398">• written (oral) exam <li data-bbox="975 405 1401 636">• research paper – individual written report (at least 30.000 characters) about their personal research work and presentation of the research report, including the reflection on the research process and findings. <li data-bbox="975 642 1401 703">• Grading: successful, unsuccessful.