

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Kvantitativne in kvalitativne metode
Course title	Quantitative and Qualitative Methods

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna ekonomija	Poslovna ekonomija	1.	2.
Business Economics	Business Economics	1 st	2 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:

akad. prof. dr. Marjan Blažič
izr. prof. dr. Janez Vogrinc

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

slovenski/Slovenian
slovenski/Slovenian

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

Prerequisites:

- Vpis v študijski program.

- Enrolment in the study programme

Vsebina:

Content (Syllabus outline):

- Metode analize razlik s parametričnimi preizkusi (t preizkus za odvisne vzorce, t preizkus za neodvisne vzorce, enosmerna analiza variance za več skupin, enosmerna analiza kovariance z eno in več sopspremenljivkami).
- Metode analize razlik z neparametričnimi preizkusi (Mann-Whitneyev preizkus, Wilcoxonov preizkus, Kruskal-Wallisov preizkus, Friedmanov preizkus).
- Metode analize povezanosti (bivariantna, multipla korelacija in regresija, faktorska analiza).
- Pomen kvalitativnega raziskovanja pri obravnavanju vprašanj s področja poslovne ekonomije.
- Metode kvalitativne analize podatkov (oblikovanje poskusne teorije, kodiranje, oblikovanje kategorij).
- Analiza diskurza.
- Kriteriji ugotavljanja kakovosti znanstvenih spoznanj kvalitativnega raziskovanja.

- The method of analysis of differences with data-enhanced parametric tests (t-test for dependent samples, t-test for independent samples, a one-way variance analysis for several groups, a one-way analysis of covariance with one or more co-variables).
- The method of analysis of differences with non-parametrical tests (Mann-Whitneyev test, Wilcoxonov test, Kruskal-Wallisov test Friedmanov test).
- The method of connection analysis (bivariate, multiple correlation and regression, factor analysis).
- The importance of qualitative research in addressing issues in the field of business economics.
- Methods of qualitative data analysis (theory of experimental design, coding, design categories).
- The analysis of the discourse.
- The criteria determining quality of the scientific knowledge, qualitative research.

Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

- Bryman, A., Cramer, D. (2002). Quantitative Data Analysis. New York: Routledge, str. 113-288.
- Charmaz, K. (2006). Constructing Grounded Theory. London: Sage Publications, str. 1-123.
- 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.
- Gravetter, F. & Forzano, L. B. (2009). Research Methods. Belmont: Wadsworth Cengage Learning, str. 272 – 351.
- Vogrinc, J. (2008). Kvalitativno raziskovanje. Ljubljana: Pedagoška fakulteta.

Cilji in kompetence:

- Namen predmeta je poglobiti že pridobljeno statistično znanje in ga razširiti z zahtevnejšimi statističnimi postopki in kvalitativnimi pristopi analize podatkov.
- Cilj predmeta je usposobiti kandidate za samostojno obdelavo in interpretacijo zbranih podatkov: glede na vrsto (številске in neštevilске spremenljivke) ter vlogo (odvisne in neodvisne spremenljivke).

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,
- sposobnost za reševanje poslovnih problemov z uporabo znanstvenih metod in postopkov,
- usposobljenost za evalvacijo kvalitete dela in dosežkov,
- temeljito poznavanje in sposobnost za uporabo najsodobnejših kvantitativnih in kvalitativnih raziskovalnih metod v poslovni ekonomiji,
- 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

Objectives and competences:

- The purpose of the course is to deepen the knowledge of statistics already acquired and expand it with statistical procedures and qualitative approaches to data analysis.
- The aim of the course is to train candidates for an independent processing and interpretation of the collected data: depending on the type (numeric and non-numeric variables) and role (dependent and independent variables).

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 acquired knowledge and research findings on domestic and foreign scientific conferences and in the international research environment,
- being able to solve problems in the business environment, using scientific methods and procedures,
- being trained for evaluation of quality and achievements,
- a thorough knowledge and ability to use the most contemporary quantitative and qualitative research methods in business economics,
- 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

<p>znanstvenih konferencah, raziskovalnih delavnicah, doktorskih in znanstvenih seminarjih s področja ekonomskih in poslovnih ved,</p> <ul style="list-style-type: none"> • temeljito poznavanje standardov in meril za pisanje strokovnih in znanstvenih člankov, prispevkov, raziskovalnih poročil, monografij idr. 	<p>the research reports,</p> <ul style="list-style-type: none"> • competence for active participation in scientific conferences, research workshops and doctoral and scientific seminars in the field of economic and business sciences, • a thorough knowledge of the standards and guidelines for writing professional and scientific papers, articles, contributions, research reports, monographs, etc.
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Predvideni študijski rezultati:

Intended learning outcomes:

<p><i>Študent/Študentka:</i></p> <ul style="list-style-type: none"> • poglobijo razumevanje kvantitativnih in kvalitativnih raziskovalnih metod ter možnost njihove ustrezne uporabe v raziskovanju na področju poslovne ekonomije; • analizo podatkov opravijo s statističnim programom SPSS ali s pomočjo računalniškega programa, namenjenega kvalitativni analizi podatkov (npr. Atlas.ti, NUDIST ...); • razvijajo možnost kritične analize, evalvacije in sinteze kompleksnih idej; • razvijajo možnost ustvarjalnega mišljenja in reševanja problemov; • razvijajo možnost samoevalviranja lastne prakse in prizadevanja za kakovost; • razvijajo možnost kritičnega vrednotenja izsledkov kvalitativnih in kvantitativnih raziskav. 	<p><i>Students:</i></p> <ul style="list-style-type: none"> • deepen their understanding of quantitative and qualitative research methods and the ability of their appropriate use in research of the business economics field; • data analysis carried out by the statistical program SPSS or with the help of a computer program intended for the qualitative data analysis (e.g. Atlas.ti, NUDIST, etc.); • develop the ability of critical analysis, evaluation and synthesis of complex ideas; • develop the ability of creative thinking and problem solving; • develop the ability for self-evaluating their own practices and efforts for quality; • the ability to develop a critical evaluation of the results gained by the qualitative and quantitative research.
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Metode poučevanja in učenja:

Learning and teaching methods:

<p>Predavanja, vaje v standardni učilnici in v računalniški učilnici, opremljeni s statističnim računalniškim programom SPSS in ATLAS.ti, individualni študij, individualno delo in/ali delo v paru pri raziskovanju konkretnega problema v praksi, individualne in skupinske konzultacije, individualna evalvacija in refleksija lastnega dela.</p>	<p>Lectures and tutorial in a standard classroom and computer classroom, using the SPSS statistical software and ATLAS.ti, individual study and/or pair work when addressing particular research problem in practice, individual and group consultation, individual evaluation and reflection on personal work.</p>
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Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
<p data-bbox="177 259 694 327">Način (pisni izpit, ustno spraševanje, naloge, projekt):</p> <ul data-bbox="236 365 694 600" style="list-style-type: none"> <li data-bbox="236 365 694 394">• pisni (ustni) izpit <li data-bbox="236 398 694 528">• individualno pisno poročilo (obseg najmanj 30.000 znakov) o svojem lastnem raziskovalnem delu. <li data-bbox="236 533 694 600">• Lestvica ocen: uspešno, neuspešno. 	<p data-bbox="772 365 831 394">60%</p> <p data-bbox="772 398 831 427">40%</p>	<p data-bbox="924 259 1409 327">Types (written examination, oral examination, coursework, project):</p> <ul data-bbox="975 365 1409 566" style="list-style-type: none"> <li data-bbox="975 365 1409 394">• written (oral) exam <li data-bbox="975 398 1409 495">• individual written report (at least 30.000 characters) on personal research work. <li data-bbox="975 499 1409 566">• Grading: successful, unsuccessful.