



**University "Ukshin Hoti" Prizren**  
**Faculty of Economics**  
**Program: Business Administration (MSc)**

<b>SYLLABUS</b>							
Level of studies	<b>Master</b>	Program	<b>Business Administration</b>		Academic year	<b>2023/24</b>	
<b>SUBJECT</b>		<b>Methods of scientific research</b>					
Year	<b>I</b>	Course status	<b>Obligatory</b>	Code		ECTS credits	<b>7</b>
Semester	<b>I</b>						
Teaching weeks	<b>15</b>		Teaching hours		Lectures	Exercises	
					<b>2</b>	<b>3</b>	
Teaching methodology	<b>Interactive lectures, discussions, seminar papers, etc.</b>						
Consultation	<b>Monday – Thursday : From 14:00 to 16:00</b>						
Professor	<b>Prof. Asoc. Dr. Kushtrim Braha</b>		E-mail	<b>kushtrim.braha@uni-prizren.com</b>			
			Tel.	<b>+383 49 531 537</b>			
Assistant	<b>Prof. Ass. Dr. Festim Tafolli</b>		E-mail	<b>festim.tafolli@uni-prizren.com</b>			
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<b>Course objectives</b>				<b>Learning outcomes</b>			
<p>Through this course, the student is able to research information using different techniques and strategies, to evaluate information using the necessary filters, and to use it in scientific work. This course develops students' abilities to write a scientific paper, develop research skills, evaluate and use information effectively and efficiently. At the same time, the course develops the student's ability to communicate information effectively by using appropriate communication tools.</p> <p>Objective of this course is to familiarize students with information search strategies by using research techniques. The main goals of this course are to teach and focus students on research questions, develop research capacities, acquaintance with the general principles of printed and electronic research resources, evaluate information sources, structure information, communicate information and recognize copyright and intellectual property rights.</p>				<p>Upon successful completion of this course, students will be able to demonstrate understanding and application of the following skills:</p> <ul style="list-style-type: none"> <li>• Gains skills in identifying day-to-day problems in the academic field.</li> <li>• Develops academic writing skills.</li> <li>• Uses software in order to write and process data or information.</li> <li>• Capable for using computer software to retrieve data and information through the internet and electronic databases.</li> <li>• Synthesizes all information found in a suitable tool, which may be a thesis topic or a scientific article.</li> <li>• Advances skills in finding, evaluating and using information.</li> <li>• Applies theory and knowledge from other subjects and properly synthesize them into a single document.</li> </ul>			

Teaching methodology				
Lectures, exercises, discussions, consultations, semestral projects, homework, exams.				
Conditions for implementation of the course topics				
Classroom, computer and projector.				
Examination methods and grading				
Regular and active attendance: 10%, Homeworks: 20%, Semestral project: 30%, Final exam: 40%.	Evaluation in%		Final grade	
	91 - 100		10 (ECTS – A)	
	81 – 90		9 (ECTS - B)	
	71 – 80		8 (ECTS - C)	
	61 – 70		7 (ETCS - D)	
	51 – 60		6 (ETCS - E)	
	40 - 50		5* (ETCS – FX)	
Student obligations				
Lectures		Exercises		
<ul style="list-style-type: none"> <li>- Attending lectures,</li> <li>- Participation in debates,</li> <li>- Adhering to the code of conduct, etc.</li> </ul>		<ul style="list-style-type: none"> <li>- Attending of hours of exercise</li> <li>- Adhering to the code of conduct, etc</li> </ul>		
Student workload (must correspond with learning outcomes)				
Activity	Hours	Days/week	Total	
Lectures	2	15	30	
Exercises	3	15	45	
Consultation with teachers	1	12	12	
Field work visits	5	2	10	
Practical work (Internship)	2	5	10	
Seminars	3	10	30	
Own study time	2	12	24	
Preparation for final exam	2	3	6	
Time spent on assessment (tests, exams, etc.)	2	3	6	
<b>Note: 1 ECTS credit = 25 hours workload</b> , i.e. if the subject has 7 ECTS credits student must have 175 hours workload during the semester		<b>Total workload:</b>	<b>175</b>	
Designed study plan				
Week	Lectures		Exercises	
	Topic	Hours	Topic	Hours
1.	Introduction (Course presentation and student assessment policy, Focus on research questions, What is information knowledge? Where to start? How to create a study plan?	2	Distribution of the homework topics.	3

2.	Beware of the information gap (Information resources, Information sources, Primary, secondary, tertiary information, Ask for help) Work organization: email, pc, folders	2	Quizzes and case studies related to the topic of the first week lecture.	3
3.	Searching strategies and tactics (Why to search? Searching strategies, Printed materials, Library catalogs, Search tactics)	2	Quizzes and case studies related to the topic of the first week lecture.	3
4	Writing document 1: Styles and headings (Using Microsoft Word in using and compiling a scientific writing, Document formatting through design menus, Working with styles, Comments, tracking changes)	2	Quizzes and case studies related to the topic of the first week lecture.	3
5	Advanced search (Advanced search - typical features; Some internet search techniques, Finding and getting information)	2	Quizzes and case studies related to the topic of the first week lecture.	3
6	Evaluating information in academic work (Research process, Evaluation, Initial reflection, Structure and further reflection)	2	Quizzes and case studies related to the topic of the first week lecture.	3
7	Document writing 2: Automatic tables, (Equations, Symbols, Using tables and figures in the document, Insert caption: Cross-reference, Automatic table of content, Tables and figures, Using shapes, Objects and grouping, Familiarity with the equation command)	2	Quizzes and case studies related to the topic of the first week lecture.	3
8	Organizing and communicating findings (Reference citation, Organizing information, Communicating findings)	2	Quizzes and case studies related to the topic of the first week lecture.	3
9	Data Collection: Google Forms (Building a form in Google forms, Working with query types, Online questionnaire distribution: email, Monitoring the data collection process) Fix in MsExcel (Coding in Spreadsheet)	2	Quizzes and case studies related to the topic of the first week lecture.	3
10	Using graphs in MsExcel (How to systemize data in MsExcel? How to use graphs? Graphical representation with two vertical axes)	2	Quizzes and case studies related to the topic of the first week lecture.	3
11	Plagiarism and copyright (Quote and reference styles)	2	Quizzes and case studies related to the topic of the first week lecture.	3
12	Using Mendeley and the Review menu in MsWord (Mendeley quote, Automatic Bibliography list, Protect editing of Microsoft Word documents, Familiarization with Mendeley software)	2	Quizzes and case studies related to the topic of the first week lecture.	3

13	How to present in front of a commission? (Practicing with Microsoft PowerPoint, Advanced issues: Slide master)	2	Quizzes and case studies related to the topic of the first week lecture.	3
14	Synthesizing and building on information (Benefits, New to you or New to the world? Creating new knowledge)	2	Quizzes and case studies related to the topic of the first week lecture.	3
15	Awareness on actuality (What is awareness actuality? Resources and methods of awareness actuality)	2	Presentation of the semester projects.	3

## LITERATURE

### Basic literature:

- Flick, U. (2020). *Introducing Research Methodology: Thinking Your Way Through Your Research Project*. Sage Publications.
- Creswell, J.W. and Creswell, D.J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Jakupi, A. (2005). *Metodologjia e punës shkencore kërkimore*. Universiteti i Prishtinës.

### Additional literature:

- Bryman, A. & Bell, E. (2019). *Business Research Methods*. Oxford University Press.
- Flick, U. (2018). *An Introduction in Qualitative Research*. Sage Publications.
- Holmes, D., Moody, P. and Dine, D. (2016). *Research Methods for the Biosciences*. Oxford University Press, New York.
- Battersby, M. (2010). *Is that a Fact?* Broadview Press, Peterborough.

## Academic policies and code of conduct

- Students must respect the schedule of lectures, exercises and be attentive in class.
- Student must have their ID card with them, they cannot undergo the test without their ID card.
- During the drafting of the course papers, the student must adhere to the instructions given by the teacher.
- The use of mobile phones is not allowed during the test/exam hours.