COURSE OUTLINE

1. Information about the program

1.1 Higher education institution	**“Alexandru Ioan Cuza” University of Iaşi**
1.2 Faculty	**Faculty of Economics and Business Administration**
1.3 Departament	**Management, Marketing and Business Administration**
1.4 Field of study	**Management**
1.5 Cycle of study	**Master**
1.6 Study program / Qualification	Strategic Human Resource Management in Europe

2. Information about the course

2.1 Course title			**Empirical Social Research (Part 2)**				
2.2 Course coordinator			Associate Professor **Bogdan Anastasiei**, PhD				
2.3 Seminar coordinator			Associate Professor **Bogdan Anastasiei**, PhD				
2.4 Year of study	**1**	**2.5** Semester	**2**	**2.6** Type of evaluation*	**MT**	**2.7** Course status**	**C**

* *MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective*

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	**1**	out of which: **3.2** course	**0.5**	**3.3** seminar / laboratory	**0.5**
3.4 Total number of hours per semester	**12**	out of which: **3.5** course	**6**	**3.6** seminar / laboratory	**6**

Time allocation	h
Study based on course book, course materials, bibliography and other	**10**
Supplementary study in the library, on electronic platforms and on the field	**20**
Preparing seminars/laboratories, assignments, papers, portfolios and essays	**12**
Tutorship	**2**
Examination	**2**
Other activities	

3.7 Total hours of individual study	**46**
3.8 Total hours per semester	**60**
3.9 Number of credits	**2**

4. Prerequisites (if applicable)

4.1 Referring to curriculum	**Empirical Social Research (Part 1)**
4.2 Referring to competences	**Not necessary**

5. Conditions (if applicable)

5.1 For the course	**Not necessary**
5.2 For the seminar / laboratory	**Not necessary**

6. Specific competences accumulated

Professional competencies	Statistical data preparation and analysis
Transversal competencies	Understanding the complex information behind the raw data

7. Course objectives (based on specific competencies accumulated)

7.1 General objective	Students will be able to analyse their own research questions by using statistical software. Moreover, students are able to carry out academic work and to continue learning in a research-based way.
7.2 Specific objectives	After finalizing this course, students will be able to: ▪ Perform two-way analysis of variance ▪ Perform binomial logistic regression ▪ Execute K-means cluster analysis

8. Content

8.1	**Course**	**Teaching methods**	**Observations** (time and bibliography)
1.	Two-way analysis of variance	Interactive course, problem solving method	1 hours
2.	Binomial logistic regression	Interactive course, problem solving method	2.5 hours
3.	K-means cluster analysis	Interactive course, problem solving method	2.5 hours

Bibliography

- Pallant, J. (2013): SPSS Survival Manual: A Step by Step Guide to Data Analysis Usung IBM SPSS, Open Univ Pr
- Wagner, W. E. (2014): Using IBM SPSS Statistics for Research Methods and Social Science Statistics, SAGE Publications, 5th edition

8.2	**Seminar / Laboratory**	**Teaching methods**	**Observations** (time and bibliography)
1.	Applications – analysis of variance	Case study method, examples	1 hours

2.	Applications – logistic regression	Case study method, examples	2.5 hours
3.	Applications – k-means cluster	Case study method, examples	2.5 hours

Bibliography

- Pallant, J. (2013): SPSS Survival Manual: A Step by Step Guide to Data Analysis Usung IBM SPSS, Open Univ Pr
- Wagner, W. E. (2014): Using IBM SPSS Statistics for Research Methods and Social Science Statistics, SAGE Publications, 5th edition

9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

10. Evaluation

Type of activity	**10.1 Evaluation criteria**	**10.2 Evaluation methods**	**10.3 Allocation to the final grade (%)**
10.4 Course			
10.5 Seminar/ Laboratory	Practical knowledge	semester project	100
10.6 Minimal performance standard			
Obtaining 5 points (out of 10) both for the evaluation along the semester (seminar) and for the final evaluation (exam).			

Date
September 28, 2023

Course coordinator
Prof. **Bogdan Anastasiei**, Ph.D.

Seminar coordinator
Prof. **Bogdan Anastasiei**, Ph.D.

Date of approval in the departament:

February 15, 2022

Head of departament

Professor Andrei NEȘTIAN, PhD