

**Table 5.2 Course unit description**

Study program: Hotel and Tourism Management			
Type and level of studies: DAS			
<b>Course unit: Methodologies of scientific research</b>			
<b>Teacher in charge: Marija V. Paunović, Nevena M. Vasović and Vesna S. Milovanovic</b>			
Language of instruction: Serbian and English			
ECTS: 15			
Prerequisites: None			
Semester: WS			
<b>Course unit objective</b>			
Mastering advanced knowledge of scientific research methods and research techniques in order to choose the appropriate research procedure, depending on the nature of the investigated phenomenon (process). The goal of the course is empowering students to successfully write scientific papers and doctoral dissertations.			
<b>Learning outcomes of Course unit</b>			
The student acquired the necessary knowledge for the application of the research procedure and research methodology of the defined research subject. Outcomes include the ability to understand various scientific methods used in scientific literature, the ability to successfully orientate in professional literature, the ability to successfully write a scientific paper in the field of interest. Also, the outcome of the course is the student's ability to use appropriate methods of qualitative and quantitative research.			
<b>Course unit contents</b>			
<i>Theoretical classes</i>			
Science and methodology. Tasks and objectives of the research. Phases of acquiring scientific knowledge. Introduction to methodology (understanding progress in science; qualitative and quantitative research). Thought-logical operations in research. Structure of the research project (Elements of the methodological concept, Problem and object of the research, Objective of the research, Hypotheses in the research, Scientific and social justification of the research, Research methods, Method of research, Presentation of research results). Study of information and communication. Structure of final works.			
Qualitative a research:			
MAXQDA user interface. Choosing the appropriate qualitative method (preparation and conduct of interviews). Reliability, validity and sampling of qualitative data. Coding and knotting techniques. Analysis of social networks, work with video, audio and image material in MAXQDA software. Identifying research gaps, systematic review of literature methods and other formats. Using referencing software, avoiding plagiarism. Literature review using MAXQDA. Ethnography. Mixed methods.			
Quantitative a research:			
Measurement in social research. Quantitative research methods (experimental method, modeling method, statistical methods, etc.). Sampling in empirical research. Methods of statistical data analysis (correlation, chi-square test, t-test, analysis of variance, regression analysis, etc.).			
<i>Practical classes</i>			
Conceptualizing and writing a scientific paper with qualitative and quantitative research methods. Conceptualizing and writing the doctoral dissertation application. Familiarization with different index bases of journals. Statistical methods and analysis through SPSS software. Using the MAXQDA software.			
<b>Literature</b>			
Mandatory:			
<ul style="list-style-type: none"> <li>• Ghauri, P. &amp; Gronhaug, K. (2006). <i>Research Methods in Business Studies</i>, England: Prentice Hall.</li> <li>• Render, B., Stair, RM &amp; Hanna, ME. (2006). <i>Quantitative analysis for management</i>, New Jersey, USA: Person Prantice Hall.</li> <li>• Gizzi, MC &amp; Radiker, S. (2021). <i>The Practice of Qualitative Data, Research Examples Using MAXQDA</i>, Berlin: MAXQDA Press, 1st Edition.</li> </ul>			
Auxiliary:			
Selected papers from international journals			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures: 8	Practice:	Other forms of classes: 2	
<b>Teaching methods</b>			
The oral presentation method, the conversation and discussion method, the use of software packages, the illustrative-			

demonstration method, learning through scientific research work, etc.

**Examination methods (maximum 100 points)**

<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Research	60	oral examination	40

**Grading system**

<b>Grade</b>	<b>No. of points</b>	<b>Description</b>
<b>10</b>	<b>91-100</b>	Excellent
<b>9</b>	<b>81-90</b>	Exceptionally good
<b>8</b>	<b>71-80</b>	Very good
<b>7</b>	<b>61-70</b>	Good
<b>6</b>	<b>51-60</b>	Passing
<b>5</b>	<b>0-50</b>	Failing