

Syllabus Course Program



Workshop on present-day methods of sociologic research on business activity

Specialty

054 – Sociology

Educational program

Sociological support of economic activity

Level of education

Master's level

Semester

1

Institute

Institute of Socio-Humanitarian Technologies

Department

Department of Sociology and Public Administration
(305)

Course type

Special (professional), Elective

Language of instruction

English, Ukrainian

Lecturers and course developers



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Senior lecturer of the Department of Sociology and Public Administration (NTU "KhPI")

The author of more than 44 scientific and educational and methodical publications. Leading lecturer on the courses: "Fundamentals of demography", "Sociology of culture", "Sociology of consumption and management practices", "Rhetoric", "Social statistics", "Qualitative methods in sociological research".

[More about the lecturer on the department's website](https://web.kpi.kharkov.ua/sp/profesors-ko-vikladats-kij-sklad/)

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General information

Summary

Studying the course should form students a set of knowledge regarding specific modern methods of professional activity, development and assimilation of modern methods of collecting and processing sociological information, practicing professional methods of sociological research of business activities, skills, abilities to use tools and other means of sociological activity.

Course objectives and goals

formation of skills in creating a research program, choosing methods and developing tools, presenting results for diagnosing business activities.

Format of classes

Lectures, practical classes, consultations... Final control - credit..

Competencies

GC06. Ability to make well-substantiated decisions.

SC01. Ability to analyze social phenomena and processes.

SC03. Ability to design and fulfill sociologic research, to develop and substantiate their methodology..

Learning outcomes

PR01. To analyze social phenomena and processes using empirical data and present-day concepts and theories in sociology.

PR02. To perform diagnostics and interpretation of social problems of Ukrainian society and the global community, of the causes for their arising and their consequences.

Student workload

The total volume of the course is 90 hours (3 ECTS credits): lectures - 16 hours, seminar classes - 16 hours, self-study - 58 hours.

Course prerequisites

Having a bachelor's degree

Features of the course, teaching and learning methods, and technologies

During lectures on the academic discipline, the following teaching methods are used: explanatory and illustrative method (demonstration of presentation slides, visualization of educational material on the screen); problem presentation method; partial search or heuristic method (lectures on individual topics are taught in a problem-based format). During the seminar classes, the following is used: the reproductive method (learning the basic concepts of the course); partial search or heuristic method (during the preparation of individual projects); research method (students independently study literature, sources, conduct research, measurements and perform other research activities to create a presentation on a given topic). Seminar classes can be structured in the form of a discussion.

Program of the course

Topics of the lectures

Topic 1. Sociological support of business activity: essence, role, basic forms

The essence of sociological research, its types and main elements. The place of applied sociological research in the structure of sociological knowledge. The role of sociological research in the system of special research in the field of public management and administration

Topic 2. Methodological arsenal of sociological support of managerial activity

Methodological principles of specific sociological research. Classification of sociological research methods. Quantitative and qualitative paradigm in sociological research

Topic 3. Quality control of sociological information as a factor in ensuring the effectiveness of management decisions.

The concept of "quality of sociological information" and its role in management decision-making. Quality criteria of sociological information: validity and reliability. Errors of sociological measurement. Ways to improve the quality of sociological information

Topic 4. Planning and programming of sociological research. design of sample populations.

Stages of sociological research. Sociological research program and its structural elements. Concept of selective and general populations, representativeness in sociology. Ways of forming sample populations

Topic 5. Survey as a method of sociological research.

The place of the survey method in the system of research tools, the evolution of survey methods. Classification of survey types. Questionnaires and interviews: opportunities and limitations of application. Questionnaire and rules for its construction. Expert survey in management decision-making.

Topic 6 Qualitative methods of sociological research: in-depth interviews, focus group discussions, case studies.

Cognitive capabilities of qualitative paradigm methods in the management process. In-depth interviews as a method of gathering information about social phenomena and processes. The method of focus group discussions: features of application and requirements for the organization. Case study method.

Topic 7: Document analysis as a method of collecting primary sociological information.

Cognitive capabilities of the document analysis method in making management decisions. The concept of "document", its types and characteristics. Formalized (content analysis) and informal analysis of documents: features of application in practice.

Topic 8 Preparation of a report based on the results of a sociological study.

Preparation of the report and presentation of the results as the final stage of sociological research. The form and structure of the report depends on the purpose of the study. Requirements for the formation of the

report. Interrelationship of technical terms of reference for sociological research and reporting documentation.

Topics of the workshops

Topic 1. Sociological support of managerial activity: essence, role, basic forms

The concept of business activity. The role of sociological research in business activities. Concept and essence of sociological research, its types and main elements. The place of applied sociological research in the structure of sociological knowledge. The role of sociological research in the system of special research in the field of public management and administration. Content of the workshop, if necessary.

Topic 2. Methodological arsenal of sociological support of managerial activity

Methodological principles of specific sociological research. Classification of sociological research methods. Peculiarities of their application. Quantitative and qualitative paradigm in sociological research.

Topic 3. Quality control of sociological information as a factor in ensuring the effectiveness of management decisions.

The concept of the quality of sociological information and its role in making a management decision. Quality criteria of sociological information: validity and reliability. Errors of sociological measurement. Ways to improve the quality of sociological information.

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Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

The course involves completing an individual task in the form of essays and presenting them as presentations on two course topics, which the student freely chooses from among the topics offered or agrees with the teacher on an initiative topic. The student conducts a bibliographic search, makes a presentation plan or asks questions to which a reasoned answer must be received, having mastered the sources on the topic, the student reveals the content of the questions and presents the completed work at the seminar. The volume of the presentation is 16-25 slides, the text of the report is 4-6 standard pages. The main content of the presentation is reported in a free form during the seminar session, and the student receives a grade (20 points), which are added to the overall rating

Course materials and recommended reading

1. Berg B.L. *Qualitative Research Methods for the Social Sciences*. Boston: Allyn and Bacon, 2017 URL: <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http://law.gtu.ge/wp-content/uploads/2017/02/Berg-B.-Lune-H.-2012.-Qualitative-Research-Methods-for-the-Social-Sciences.pdf>

20. Creswell J.W. *Research Design: Qualitative, Quantitative, and Mixed Approaches, Fifth Edition*. 2017 URL : chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://spada.uns.ac.id/pluginfile.php/510378/mod_resource/content/1/creswell.pdf

2. *Introduction to Sociology 2e*. 2017. Rice University Heather Griffiths, Fayetteville, North Carolina. Nathan Keirns, Zanesville, Ohio Eric Strayer, Salinas, California Copyright Year: 2015 . URL: <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductionToSociology2e-OP.pdf>

3. Alasuutari Pertti, Leonard Bickman, and Julia Brannen *The SAGE Handbook of Social Research Methods*. London : SAGE Publications Ltd, 2008.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% of the final grade consists of the results of the assessment in the form of credit (20%) and current assessment (80%).

Assessment: test tasks on course topics.

Current assessment: 2 online tests for modules (20%), individual tasks/projects (presentations) (20%) and test tasks for each practical session (40%)

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

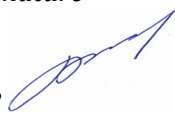
Approval

Approved by

Date, signature

Head of the department
Volodymyr MOROZ

30.06.23



Date, signature

Guarantor of the educational program
Yuriy KALAHIN

30.06.23

