



## Syllabus Course Program



# Workshop on modern methods of sociological research of business activities

### Specialty

054 – Sociology

### Institute

Institute of Socio-Humanitarian Technologies

### Educational program

Sociological support of economic activity

### Department

Sociology and Public Administration (305)

### Level of education

Second (master's)

### Course type

Special (professional), Elective

### Semester

2

### Language of instruction

English, Ukrainian

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## Lecturers and course developers



### Grygoryeva Svitlana Vasilivna

[svitlana.grygoryeva@khpi.edu.ua](mailto:svitlana.grygoryeva@khpi.edu.ua)

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 of the courses: "Practical course on modern methods of sociological research of business activities", "Basics of demography", "Sociology of culture", "Sociology of consumption", "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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### Shanidze Nadiia Oleksandrivna

[nashanidze@ukr.net](mailto:nashanidze@ukr.net)

Candidate of Sociological Sciences, Associate Professor of the Department of Sociology and Public Administration.

The author of more than 60 scientific and educational and methodical publications. Leading lecturer on the courses "Sociology of management", "Theoretical sociology of the 21st century", "Cross-cultural communications", "Sociology of language", "Sociology of personality and deviant behavior", "Methodology and methods of working with personnel", "Philosophy of economic activity"

**More information about the teacher on the website of the department <https://web.kpi.kharkov.ua/sp/>**

## General information

### Summary

Studying the course should form in students a complex 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

Developing skills in creating a research program, selecting methods and developing tools, and presenting results for diagnosing business activities.

#### Know:

The basic elements of the internal structure of an organization, the directions of their interaction, and the relationship between employees' behaviour in fulfilling the organization's tasks.

The main directions and levels of research on people's behaviour within an organization.

The fundamental qualitative and quantitative methods used in the study of organizational behaviour.

#### Be able to:

Identify thoughts, attitudes, and actions of people in the organization to predict organizational events.

Identify problems arising in the organization during the interaction of its employees and under the influence of the external environment, and develop a program for their study.

Use methods of collecting sociological information to study behaviour in the organization at the individual, group, and leadership levels.

### Format of classes

Lectures, practical classes, consultations. Final control in the form of a credit test..

### 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 120 hours. (4 ECTS credits): lectures – 32 hours, practical classes – 16 hours, self-study – 72 hours

### Course prerequisites

Sociologic support of economic activities, Internet-based research of economic activities, Theoretical sociology of the XXI century

### 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: 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 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.

#### 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. Control of the quality of sociological information as a factor of ensuring the effectiveness of management decisions.

The concept of "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.

#### 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. Peculiarities of using the survey method in wartime conditions. Online survey.

#### 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. Features of the application of qualitative research methods during the period of martial law using the Zoom platform.

#### 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 is a 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

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

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## Topics of the laboratory classes

Laboratory work is not envisaged within the framework of the discipline.

## 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

### Compulsory materials

1. Паніна Н. В. Технологія соціологічного дослідження. Навч. посіб. — К.: Наук. думка, 2016. — 232 с.
2. Борисова Ю.В. Методологія та методи соціальних досліджень: Навч. посіб. – К.: ДЦССМ, 2019
3. Alasuutari Pertti, Leonard Bickman, and Julia Brannen The SAGE Handbook of Social Research Methods. London : SAGE Publications Ltd, 2008.
4. Мазурик О. В., Єрескова Т. В., Никифоренко Н. О. Методологія та методи соціологічних досліджень: практикум. Донецьк: Східний видавничий дім, 2011. 232 с.
5. Вербець В.В. Соціологія: теоретичні та методичні аспекти: Навч. метод. посіб./ Рівне:РДГУ, 2005. – 202 с.
6. Паніна Н. В. Технологія соціологічного дослідження. Київ: Наукова думка, 2006. 232 с.
7. Як провести соціологічне дослідження: методичні рекомендації / Упоряд. та заг. ред. О.М.Балакіревої та О.О. Яременка. – К.: Державний ін.-т проблем сім'ї та молоді, 2004. – 264 с.
8. Паніотто В., Харченко Н. Методи опитування: підручник. Київ: КиєвоМогилянська академія, 2017. 342 с.
9. Сучасні методики контент-аналізу: навчальний посібник / За заг. ред. Костенко Н., Батаєвої К., Іванова В. Київ: Кондор, 2018. 256 с.
10. Якісні дослідження в соціологічних практиках: навчальний посібник / За ред. Н. Костенко, Л. Скокової. Київ: Інститут соціології НАНУ, 2009 400 с.  
[https://i-soc.com.ua/assets/files/library/g\\_s\\_ok.pdf](https://i-soc.com.ua/assets/files/library/g_s_ok.pdf)
11. Гоманюк М.А. Інтерв'юєр у масовому опитуванні. Кишеньковий навчально-методичний посібник. – Херсон : Гілея, 2013. – 84 с.

### Additional materials

1. Соціальні результати державних програм: теоретико-методологічні та прикладні аспекти оцінювання: [монографія] / за ред. Е. М. Лібанової; Інститут демографії та соціальних досліджень імені М. В. Птухи НАН України. Умань: Видавець «Сочінський». 2012. 312 с.
2. Соціологія: Хрестоматія (від першоджерел до сучасності). У 2-х томах. – Т.1. – Львів: ЛьвДУВС, 2019. – [Електронний ресурс]  
[http://dspace.lvduvs.edu.ua/bitstream/1234567890/1/1/%D0%93%D1%83%D0%BC%D0%B5%D0%BD%D1%8E%D0%BA%20%D0%9B.%20%D0%A1%D0%9E%D0%A6%D0%86%D0%9E%D0%9B%D0%9E%D0%93%D0%86%D0%AF\\_%D1%85%D1%80%D0%B5%D1%81%D1%82%D0%BE%D0%BC%D0%B0%D1%82%D1%96%D1%8F%20%D1%82.1.pdf](http://dspace.lvduvs.edu.ua/bitstream/1234567890/1/1/%D0%93%D1%83%D0%BC%D0%B5%D0%BD%D1%8E%D0%BA%20%D0%9B.%20%D0%A1%D0%9E%D0%A6%D0%86%D0%9E%D0%9B%D0%9E%D0%93%D0%86%D0%AF_%D1%85%D1%80%D0%B5%D1%81%D1%82%D0%BE%D0%BC%D0%B0%D1%82%D1%96%D1%8F%20%D1%82.1.pdf)
3. Кодекс професійної етики соціолога. Затверджений П'ятим з'їздом Соціологічної асоціації України. 20 травня 2004 року. Київ
4. Пацкун Т. В. Інформаційні технології в управлінні комунікаціями на підприємстві / Т. В. Пацкун // Економіка України. – 2014. – №5. – С. 70-76.

## Assessment and grading

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

100% of the final grade consists of the following assessment results:  
in the form of a test (20%), independent work on topics (40%) and individual tasks on topics (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

28.06.24

Date, signature

Guarantor of the educational program  
Nadiia SHANIDZE

27.08.2024