


MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SUMY NATIONAL AGRICULTURAL UNIVERSITY

Chair of Management

  
APPROVED  
Head of Management chair  
(Mikhailov AM)  
" 08 " 08 2020

**CURRICULUM WORKING PROGRAM**

*SDGP1 Methods of empirical social research*

**Specialty: (07 "Management and Administration"  
073 "Management")**

**(SP "Administrative Management")**

**Faculty: (Economics and Management)**

2020-2021 academic year

— *Дізнайте себе*  
*Літер:*  
— *матер. зет.*  
*освітній, заг.*  
*2020-2021*

Work program on the subject "Methods of empirical social research" for students for students majoring in 073 "Management" 07 "Management and Administration" SP "Administrative Management"

Developer: Stoyanets NV, Professor of Management chair, Doctor of Economics science, Associate Professor, (Signature)  
signature

The work program was approved at a meeting of Management chair from "9"

June 2020 № 1

Head of chair (Signature)  
(signature) surname and initials)

(Mykhailov A. M.)

Agreed:

Guarantor of educational and professional program  
(project team leader) (Signature) (Slavkova O.P.)  
(signature) surname and initials)

Dean of the Faculty (Signature)  
on which the discipline is taught

(Strochenko M.)

Dean of the Faculty (Signature)  
to which the department belongs

Methodist of the educational department (Signature) (N. Baranik)

Registered in the electronic database: 24.07 20 20.

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### Description of the discipline

The name of indicators	Industry knowledge, direction, training, education and qualification level	Characteristics of the discipline	
		full-time education	extramural studies
The number of credits 3	Field of knowledge: 07 management and administration	<i>Normative</i>	
	Specialty 07 "Management and Administration" 073 "Management" (code and name)		
Modules - 2	Specialty: 07 "Management and Administration" 073 "Management"  SP "Administrative Management"	<b>Year of training:</b>	
Content module: 4		2020-2021	
		<b>The course</b>	
		2	
		<b>Term</b>	
The amount of hours-90		11	
Weekly hours for full-time education: classroom - 3 Independent work of students - 5	Educational qualification: <i>master</i>	<b>Lectures</b>	
		12 hours.	
		<b>Practical, seminar</b>	
		14 hours.	
		<b>Laboratory</b>	
			-
		<b>Independent work</b>	
		64 hours.	.
<b>Individual tasks:</b>			
Type of control:		<i>Exam</i>	

**Note.**

The ratio of the number of class hours for independent and individual work is as follows: for full-time education - 52/48 (36/64)

### 2. The purpose and objectives of the discipline

The purpose of the discipline «Methods of empirical social research» is the formation of a system of theoretical knowledge, mastering the methodological foundations and gaining practical skills in the formation of empirical research; with the use of empirical methods of cognition and modern technologies of team management;

conducting observations, conducting experiments, preparing for surveys, interviews and questionnaires, as well as determining sociometric relationships in the team.

## 2.2 Tasks of the discipline

The study of the discipline «Methods of empirical social research» involves the formation of students' competencies

№	Type of program competencies	Program competence	Code
	General		
1		Ability to conduct research at the appropriate level	GC1.
2		Skills in the use of information and communication technologies.	GC3.
3		Ability to generate new ideas (creativity	GC6.
4		Ability to abstract thinking, analysis and synthesis	GC7.
	Professional (special)		
1		Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards.	PC 1
2		Ability to analyze and structure the problems of the organization, make effective management decisions and ensure their implementation.	PC9
3		Ability to use modern information technologies, methods of empirical and social research.	PC14

## 2.3 Program learning outcomes

As a result of studying the discipline «Methods of empirical social research» the student must be able to demonstrate the following learning outcomes:

№	Program learning outcomes	Code
1	Apply an informal method of document analysis, investment, innovation and other activities of enterprises.	PLO1
2	To formulate the concept of the future development of the enterprise, to determine the ways of its implementation in the socio-economic activity of the region.	PLO16

## 3. The program of the discipline

*Approved by the SNAU Academic Council Protocol №5 date 24.12.2019.*

### Semantic module 1 Theoretical and methodological basis of empirical research

**Topic 1. Research Methodology unit.** Basics of research methodology. The fundamental philosophy or methodology. General scientific methodology. Science as a productive force. The emergence and development of science. Formation of the personality of the scientist and the organization of its work. Define custom features creative work. Information support of research in economics.

**Topic 2. Subject theory of empirical research.** Background of establishment and development of empirical research. Chicago school of empirical sociology. Industrial Sociology. Structural functionalism. Sociometry (Microsociology). The concept of social exchange. The theory of symbolic interactionism. Economic data and its Classification and designation in research activities

**Topic 3. Definitions and documents in sociological empirical research.** Definitions of sociological research method. The main types of documents and their

characteristics. Classification of documents. Information systems of international organizations. Public and parliamentary information systems. International media, information systems. "Think Tanks".

*Content module 2. Main types of empirical observations*

**Topic 4. The sample in empirical research.** The essence of the problem and samples in empirical research. Types and sampling. Automatic data processing systems. General principles of collection of information material. Economic information, its classification and the appointment of research activities.

**Topic 5. Subject of empirical observation as the primary method of gathering social information.** The main features of sociological observation. Advantages of the method of observation. Disadvantages of the method of observation. The structure of the method of observation. Types of observation. Ways to improve the reliability of the observation

**Topic 6. Social experiment and its purpose.** The essence of the experiment and a place in the empirical studies. Classification experiment. The main stages of the experiment. Types experiment. Forming experiment as one of the main methods of psychological and educational research. Experiential learning as a kind of formative experiment. The introduction of the experimental results. Types of systematization of the results of research activities. Bibliographic description of the sources used in scientific research.

*Content module 3. Research Methods in empirical sociology*

**Topic 7. The method of comparison in empirical sociological research.** Methodological specifics comparison. Application of the comparison in practice. The steps of the method of comparison

**Topic 8 Method of measurement in empirical sociological research.** Key indicators in the measurement. Basic concepts of measurements. Classification measurements. Principles and methods of measurement

**Topic 9. Sociometry as a kind of empirical study of interpersonal relations in the group.** Tasks and place sociometry research. Sociometric procedure. Analysis of results. Sociometric indexes. Coding of economic information and its use in the research process. Factual information and its use in the research process

**Topic 10. The role of surveys in collecting primary social information.** The concept and features of the survey. Stages of the organization surveys. The main types of questions.

**Topic 11. The telephone survey, its advantages, disadvantages, purpose.** Basic rules of construction of the questionnaire. The telephone survey using a computerized system CATI. .finansovo-economic system. Security of information systems and technologies.

**Topic 12. Methods of gathering information.** Diary method of collecting information. The electronic method.

*Content module 4. Sociological Research Tools*

**Topic 13. The specifics of the interview and its organization.** The essence of the problem and an interview. Preparing for an interview and determine the location of the meeting. Types of questions, constitute. Nonverbal behavior of respondents and interviewers. Characteristics of the main types of interviews. Basic interview

techniques. Advantages and disadvantages of the interview. Latest technology information exchange. Digital libraries.

**Topic 14. About as the main tool of sociological research.** Types of questioning. Basic requirements for the preparation of the questionnaire. Types of questions and requirements for their preparation. Ancillary issues. Basic requirements for substantive matters. Choice of Inquiry into the scale. Recent requirements for drawing up profiles. Benefits surveys

**Topic 15. Scientific documents and their classification.** Rules for the research work. Implementation of the results of completed research. Report on research work, its content and method of preparation.

Name of content modules and topics	Number of hours				
	total	also			
		Lectures	PC	Labs	IW
1	2	3	4	5	6
<b>Module 1: The essence of empirical studies</b>					
<b>Content module 1 Theoretical basis of empirical studies</b>					
Topic 1. The methodological apparatus of scientific work.	6	1			5
Topic 2. theories of empirical research.	8	1	2		5
Topic 3. Definitions and documents in sociological empirical research.	8	1	2		5
Together the content module	22	3	4		15
<b>Content module 2 main types of empirical observations</b>					
Topic 4. The sample in empirical research.	6	1			5
Topic 5. Subject of empirical observation as the primary method of gathering social information	8	1	2		5
Topic 6. Social experiment and its purpose.	8	1	2		5
Together the content module	22	3	4		15
Total hours modul 1	44	6	8		30
<b>Module 2: Basic principles and research tools</b>					
<b>Content module 3 Research Methods in empirical sociology</b>					
Topic 7. The method of comparison in empirical sociological research	5				5

Topic 8 Method of measurement in empirical sociological research	5				5
Topic 9. Sociometry as a kind of empirical study of interpersonal relations in the group.	9	2	2		5
Topic t 10. The role of surveys in collecting primary social information.	7	2			5
Topic 11. The telephone survey, its advantages, disadvantages, purpose.	2				2
Topic 12. Methods of gathering information	4		2		2
Together the content module 3	32	4	4		24
<b>Content module 4 Sociological Research Tools</b>					
Topic 13. The specifics of the interview and its organization.	4		2		2
Topic 14. About as the main tool of sociological research	4	2			2
Topic 15. Research documents and their classification	6				6
Together the content module 4	14	2	2		10
Total hours modul 2	46	8	6		10
<b>TOTAL</b>	<b>90</b>	<b>12</b>	<b>14</b>		<b>64</b>

### 5. Topics and plans of lectures

Number s / n	Topic	Amount hours
1	Topic 1. Methodological apparatus of scientific work. Topic 2. Subject theory of empirical research. <b>Plan</b> 1. Fundamentals of research methodology. 2. Fundamental or philosophical methodology. 3. General scientific methodology 1. Background of establishment and development of empirical research 2. The Chicago school of empirical sociology. 3. Industrial sociology. 4. Structural functionalism. 5. Sociometry (Microsociology). 6. The concept of social exchange. 7. The theory of symbolic interactionism.	2

2	<p>Topic 3. Definitions and documents in sociological research. Topic 4. Sampling in empirical studies.</p> <p>Plan</p> <ol style="list-style-type: none"> <li>1.The definition of the sociological method of research.</li> <li>2.The main types of documents and their characteristics.</li> <li>3.Document classification.</li> </ol> <ol style="list-style-type: none"> <li>1.The nature and objectives of sampling in empirical studies.</li> <li>2. Types and kinds of sampling.</li> </ol>	2
3	<p>Topic 5. Empirical observation as a method of collection of primary social information. Topic 6. A social experiment and its purpose.</p> <p>Plan</p> <ol style="list-style-type: none"> <li>1.The main features of sociological observation .</li> <li>2. The advantages of the observation method.</li> <li>3.Disadvantages of the observation method.</li> <li>4.The structure of the observation method.</li> <li>5.Types of surveillance.</li> <li>6. Improve the reliability of data at observation</li> </ol> <ol style="list-style-type: none"> <li>1.The essence and the place of experiment in empirical studies.</li> <li>2.Classification experiment</li> <li>3. The Main stages of the experiment.</li> <li>4. Formative experiment as one of the main methods of psychological and pedagogical research.</li> </ol>	2
4	<p>Topic 9. Sociometry as a kind of empirical study of interpersonal relations in the group.</p> <p>Plan</p> <ol style="list-style-type: none"> <li>1. Tasks and place of sociometry in research. Sociometric procedure.</li> <li>2. Processing of the results. Sociometric indexes.</li> </ol>	2
5	<p>Topic 10. The role of surveys in the collection of primary social information.</p> <p>Plan</p> <ol style="list-style-type: none"> <li>1.The concept and features of the survey.</li> <li>2.The stages of organization of the polls. The main types of issues.</li> </ol>	2
6	<p>Topic 14. The questionnaire as the main tool of sociological research.</p> <p>Plan</p> <ol style="list-style-type: none"> <li>1.Types of questioning.</li> <li>2. Basic requirements for drafting the questionnaire.</li> <li>3.The types of questions and the requirements for their preparation.</li> <li>4.Subsidiary questions. Basic requirements for meaningful</li> </ol>	2



	questions. 5.The choice questionnaire scale. Recent claims in the preparation of the questionnaire. The advantages of questionnaire	
<b>9</b>	<b>Total</b>	<b>12</b>

### 6. Topics workshops

Number s / n	Topic Title	Amount hours
1	Topic 2. The theory of the empirical research.	2
2	Topic 3. Definitions and documents in sociological empirical research.	2
3	Topic 5. Subject of empirical observation as the primary method of gathering social information	2
4	Topic 6. Social experiment and its purpose.	2
5	Topic 9. Sociometry as a kind of empirical study of interpersonal relations in the group.	2
6	Topic 12. Methods of gathering information.	2
7	Topic 13. The specifics of the interview and its organization.	2
<b>8</b>	<b>Together</b>	<b>14</b>

### 7. Individual work

Number s / n	Topic Title	Amount hours
1	Topic 1. Methodological apparatus of scientific work . Stages of the empirical cycle. Types of methods of empirical social research. Empirical law.	5
2	Topic 2. The theory of the empirical research. Sociometry (microsociology). The concept of social exchange. Theory of symbolic interactionism. Economic information, its classification and purpose in research. Coding of economic information and its use in the research process. Factual information and its use in the research process. Media of economic information and their use in the research process. Intelligent systems	5
3	Topic 3. Definitions and documents in sociological empirical research. Information systems of international organizations. Government and parliamentary information systems. International mass media, information systems, “Factories of Thought”.	5
4	Topic 4. Sampling in empirical studies. Automatic information processing systems. General principles of collecting information material. Economic information, its classification and purpose in research	5
5	Topic 5. Subject of empirical observation as the primary	5

	method of gathering social information Ways to increase the reliability of data during observation	
6	Topic 6. Social experiment and its purpose. Experimental learning as a kind of formative experiment. Implementation of experimental results. Types of systematization of research results. Bibliographic description of the sources used in the research.	5
7	Topic 7. The comparison method in empirical sociological research. Methodological specifics of comparison. Application of the method of comparison in practice. Stages of the comparison method	5
8	Topic 8 Method of measurement in empirical sociological research. The main indicators when measuring. Basic concepts of measurement. Classification of measurements. Principles and methods of measurement	5
9	Topic 9. Sociometry as a kind of empirical study of interpersonal relations in the group. Coding of economic information and its use in the research process. Factual information and its use in the research process	5
10	Topic 10. The role of surveys in the collection of primary social information. The main types of questions.	5
11	Topic 11. The telephone survey, its advantages, disadvantages, purpose. Financial and economic systems. Security of information systems and technologies.	2
12	Topic 12. Methods of gathering information. Diary method of collecting information. Electronic method	2
13	Topic 13. The specifics of the interview and its organization. Advantages and disadvantages of the interview. The latest technologies of information exchange. Electronic libraries.	2
14	Topic 14. Questionnaire as the main tool of sociological research. Advantages of the survey	2
15	Topic 15. Scientific documents and their classification Rules of registration of research work. Implementation of the results of completed research. Report on research work, its content and methods of compilation.	6
	<b>Total</b>	<b>64</b>

### 8. Individual tasks

1. Write an essay on the subject of their own research, taking into account all the requirements for writing works of this type.

*Topics for research:*

1. Purpose, objectives and stages of empirical social research.
  2. Telephone survey.
  3. Types of empirical social research.
  4. Sociometric survey.
  5. Statistical methods of sociological information processing.
  6. Panel survey.
  7. Types of surveys.
  8. Sampling method.
  9. Method of observation.
  10. Criteria for social research.
  11. Experiment as a method of empirical social research.
2. Make a report with a presentation to the written abstract.
  3. Write a review of your own abstract in compliance with all the requirements of the review.
  3. Write a review of your own abstract in compliance with all the requirements of the review.

## **9. Teaching methods**

*1 Methods of teaching by source of knowledge:*

- 1.1 Verbal: story, explanation, conversation (heuristic and reproductive), lecture, instruction, work with a book (reading, translation, writing, drawing up a plan, reviewing, taking notes, making tables, graphs, reference notes, etc.).
- 1.2 Visual: demonstration, illustration, observation.
- 1.3 Practical: laboratory method, practical work, exercise, production and practical methods.

*2 Teaching methods by the nature of the logic of cognition:*

- 2.1 Analytical (essence: the breakdown of the whole into parts in order to study their essential features).
- 2.2 Synthesis (essence: the connection of the selected elements or properties of the object, the phenomenon into one whole).
- 2.3 Inductive (essence: the study of objects or phenomena from single to general).
- 2.4 Deductive (essence: the study of objects or phenomena from general to individual).
- 2.5 Traditional (essence: conclusions from general to general, from partial to partial, from singular to singular).

*3 Teaching methods by the nature and level of independent mental activity of students:*

- 3.1 Problem (software and information)
  - 3.2 Partial search (heuristic)
  - 3.3 Research
  - 3.4 Reproductive (essence: the possibility of applying the studied practice)
  - 3.5 Explanatory and demonstrative
4. *Active teaching methods* - brainstorming, crossword puzzles, competitions, debates, round tables, business games, trainings, use of problem situations, excursions, group research, self-assessment of knowledge, simulation teaching methods, use of educational and control tests, use of reference lecture notes .
  5. *Interactive learning technologies* - the use of multimedia technologies, spreadsheets, case-study, dialogue learning, student cooperation (cooperation). use of multimedia technologies, spreadsheets, case-study, dialogue learning, student cooperation (cooperation),kahoot.

6. *Personalized learning* "Roundtable" (Collective game to solve a common problem). Scientific debate (Educational debate-dialogue, in which graduate students - representatives of different fields, defend their opinion, the opposite of others). "Brainstorm" Judicial sitting (A game with the distribution of roles and the search for constructive answers). Training (a form of learning using different forms of work with a small group to improve skills in the process of modeling situations that are close to reality), Debriefing (Analysis and discussion of previous work; structuring the experience; Six Thinking Hats by Edward de Bono) (systematization of thinking)

### 10. Methods of control

1. Rating control of a 100-point scale assessment ECTS.
2. An intermediate control during the semester (interim certification).
3. Criteria assess of the current work of students:
  - the level of knowledge demonstrated in practical classes;
  - active in the discussion of issues brought to the class;
  - quick control during classes;
  - self-study topics in general or specific issues;
  - perform analytical calculation tasks;
  - writing essays;
  - test results;
  - writing assignments during the tests;
  - production situations, cases and more.
4. Direct consideration in the final assessment of student performance of certain individual tasks:
  - educational and practical study of the presentation of results and more.

### . Distribution points that get students In the form of control "exam"

Routine testing and independent work									However, for modules and inw.work	Atestation	results tion test - exam	The mixture ma
Module 1 - 20 points				module 2 - 20 points				ind				
T1	T2	T3	T4	T5	T6	T7	T8	15	55 (40 + 15)	15	30	100

### 11. Points for Credit national and ECTS

Total points	ECTS	National raiting	
		Exams, term paper, practice	credit
90 – 100	<b>A</b>	Excellent	passing
82-89	<b>B</b>	Good	
75-81	<b>C</b>		
69-74	<b>D</b>	Satisfactory	
60-68	<b>E</b>		
35-59	<b>FX</b>	Unsatisfactory	Not passing, but can have second attemp
1-34	<b>F</b>	Poor	Not passind, need add training

### **Methodological supplementation**

1. Stoyanets N. «The methodology of empirical social research» Educational methodological complex for students of 2-nd year full-time specialties 071 «Accounting and taxation», 051 «Economy» 073 «Management», on an educational Master's degree. Sumy 2019 y.,

2. Educational and methodical materials based on the Moodle platform <https://cdn.snau.edu.ua/moodle/course/view.php?id=3835>

### **Suggested reading**

3. Bright Wilson E. An Introduction to Scientific Research / Edgar Bright Wilson. – New York, Dover Publications Inc, 2011. – 383 p.

4. Kassu Jilcha Sileyew. Research Design and Methodology. School of Management and Industrial Engineering. 2019. 450 p.

5. Spyros Langkos. RESEARCH METHODOLOGY: Data collection method and Research tools. Athens University of Economics and Business. 2014.280p.

6. Bryman A. Barriers to Integrating Quantitative and Qualitative Research Journal of Mixed Methods Research. Vol. 1. 2014. 260 P. The mode of access: <http://mmr.sagepub.com/content/1/1/8.short?rss=1&ssource=mfc>.

7. Denscombe M. The good research guide: for small scale social research projects Maidenhead: McGraw-Hill, Open University Press, 5<sup>th</sup> edition, 2014. 310 p.

7. Durojaye Oyedolapo B. Peace Research Methods. National Open University of Nigeria, 2012. 244 p.

8. Neville C. An introduction to research and research methods. University of Bradford, School of Management, 2014. The mode of access: <http://www.google.com.ua/url?jAmanagement%2Fels%2F20.-Introduction-to-Research-and-Research-Method>.

### **Electronic textbooks for course**

8. Guijuan Lin Higher Education Research Methodology-Literature Method <https://files.eric.ed.gov/fulltext/EJ1065734.pdf>

9. Wiersman, William. Introduction to educational research methods. Translated by Zhenguo Yuan. Education and Science Press. <http://repository.umpwr.ac.id:8080/bitstream/handle/123456789/3710/Fundamentals%20of%20Educational%20Research.pdf?sequence=1>

10. Research Methods in Education <https://gtu.ge/Agro-Lib/RESEARCH%20METHOD%20COHEN%20ok.pdf>