

Syllabus

Course description

Course title	Research Methods and experimental design
Course code	31002
Scientific sector	SECS-S/01
Degree	Master in Tourism Management
Semester and academic year	1st Semester 2022/2023
Year	1st study year
Credits	6
Modular	No
Total lecturing hours	36
Total lab hours	-
Total exercise hours	-
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-tourism-management/course-offering
Specific educational objectives	<p>The course is designed for acquiring professional skills and knowledge in the area of empirical research methods and statistics.</p> <p>Educational objectives: The students will be enabled to critical assessment and independent treatment of empirical research issues, including planning, data collection and statistical data analysis.</p>
Lecturer	Prof. Hermann Atz, Hermann.Atz@unibz.it , Campus Bruneck-Brunico, 1 st Floor, Office 1.09 https://www.unibz.it/en/faculties/economics-management/academic-staff/person/10142-hermann-atz
Scientific sector of the lecturer	SECS-S/01
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
List of topics covered	<ul style="list-style-type: none"> • The Scientific Method • Overview on qualitative and quantitative social research methods • Data collection: survey, experimentation, observation • Measurement and questionnaire design

	<ul style="list-style-type: none"> • Data types, data visualization and exploratory data analysis • Association and correlation • Basic concepts of probability • Parameter estimation and statistical hypothesis testing • Linear regression model and inferential aspects • Analysis of variance (ANOVA) • Statistical programming with R software
Teaching format	Frontal lectures; Practical lectures: individually and in groups
Learning outcomes	<p>Knowledge and understanding: Knowledge of the most relevant social research methods and understanding their field of application; knowledge of the most important statistical methods for data analysis; understanding their rationale, conditions of usage and their results.</p> <p>Applying knowledge and understanding: Designing a study, selection of appropriate method of data collection; identification of appropriate statistical method for data analysis.</p> <p>Making judgments: Critical reviewing of own scientific work and of original publications; interpretation of statistical analyses in the context of diverse research fields. Ability to judge the appropriateness of statistical methods.</p> <p>Communication skills: Ability to describe and explain research design; ability to present results of statistical analyses correctly and intelligibly.</p> <p>Learning skills: Ability to independently deepen their knowledge in the field of data collection, construction of measurement instruments and statistical analysis methods; familiarity with self learning tools for statistical software.</p>
Assessment	<p>Grading is based on a written final exam consisting of questions on theoretical concepts as well as statistical exercises, with a duration of 90 minutes.</p> <p>Attending students in addition may present a written report on practical exercises done in groups which makes up for 20 % of the final grade, with the written final exam making up for the remaining 80%. For students not</p>

	<p>presenting such report and for non attending students the final exam will be worth 100% of the final grade. For a positive overall grade (18 points or more of a maximum of 30 points) the final written exam has to be positive in any case.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>Assessment of final examination and group work is based on the following criteria:</p> <ul style="list-style-type: none"> • correctness and completeness of answers • ability to identify and apply appropriate statistical methods • use of technical terminology • clarity of explanations and comments • For tasks requiring calculations it is important to point out the computational path leading to the final result.
Required readings	Lecture script
Supplementary readings	<p>Babbie, Earl R. (2016), <i>The Basics of Social Research</i>, 7th edition, Boston, MA: Cengage Learning.</p> <p>Moore, David S. (1991), <i>Statistics: concepts and controversies</i>, 3rd ed., New York: W.H. Freeman and Company.</p> <p>Spiegelhalter, D. (2019), <i>The Art of Statistics: How to Learn from Data</i>, New York, NY: Basic Book.</p>