UČNI NAČRT PREDMETA/COURSE SYLLABUS	
Predmet	**Kvantitativne in kvalitativne metode**
Course title	Quantitative and Qualitative Methods

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna ekonomija	Poslovna ekonomija	1.	2.
Business Economics	Business Economics	1st	2st

Vrsta predmeta/Course type | obvezni/obligatory

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
45	45				315	15

Nosilec predmeta/Lecturer:

Jeziki/ Languages:	Predavanja/Lectures: Vaje/Tutorial:	slovenski/Slovenian slovenski/Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisites:
• Pogoj za vključitev v delo je vpis v prvi letnik študijskega programa. • Študent mora pred izpitom pripraviti in predstaviti raziskovalno nalogo.	• The condition for inclusion is entry in the first year of study. • Student has to prepare, present and defend a research paper before the exam.

Vsebina:	Content (Syllabus outline):
• Metode analize razlik s parametričnimi preizkusi (t preizkus za odvisne vzorce, t preizkus za neodvisne vzorce, enosmerna analiza variance za več skupin, enosmerna analiza kovariance z eno in več sospremenljivkami).	• The method of analysis of differences with data-enhanced parametric tests (t-test for dependent samples, t-test for independent samples, a one-way variance analysis for several groups, a one-way analysis of covariance with one or more co-variables).
• Metode analize razlik z neparametričnimi preizkusi (Mann-Whitneyev preizkus, Wilcoxonov preizkus, Kruskal-Wallisov preizkus, Friedmanov preizkus).	• The method of analysis of differences with non-parametrical tests (Mann-Whitneyev test, Wilcoxonov test, Kruskal-Wallisov test Friedmanov test).
• Metode analize povezanosti (bivariantna, multipla korelacija in regresija, faktorska analiza).	• The method of connection analysis (bivariate, multiple correlation and regression, factor analysis).
• Pomen kvalitativnega raziskovanja pri obravnavanju vprašanj s področja poslovne ekonomije.	• The importance of qualitative research in addressing issues in the field of business economics.
• Metode kvalitativne analize podatkov (oblikovanje poskusne teorije, kodiranje, oblikovanje kategorij).	• Methods of qualitative data analysis (theory of experimental design, coding, design categories).
• Analiza diskurza.	

• Kriteriji ugotavljanja kakovosti znanstvenih spoznanj kvalitativnega raziskovanja.	• The analysis of the discourse. • The criteria determining quality of the scientific knowledge, qualitative research.

Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature
- Bryman, A., Cramer, D. (2002). Quantitative Data Analysis. New York: Routledge, str. 113-288.
- Charmaz, K. (2006). Constructing Grounded Theory. London: Sage Publications, str. 1-123.
- Denzin, N. K. in Lincoln, Y. S. (2003). Collecting and Interpreting Qualitative Materials. Thousand Oaks: Sage Publications, str. 47-176.
- Field, A. (2000). Discovering Statistics Using SPSS for Windows. London: Sage Publications, str. 49-57, 103-205, 243-323, 423-471.
- Gravetter, F. & Forzano, L. B. (2009). Research Methods. Belmont: Wadsworth Cengage Learning, str. 272 – 351.
- Vogrinc, J. (2008). Kvalitativno raziskovanje. Ljubljana: Pedagoška fakulteta.

Cilji in kompetence:	**Objectives and competences:**
• Namen predmeta je poglobiti že pridobljeno statistično znanje in ga razširiti z zahtevnejšimi statističnimi postopki in kvalitativnimi pristopi analize podatkov. • Cilj predmeta je usposobiti kandidate za samostojno obdelavo in interpretacijo zbranih podatkov: glede na vrsto (številske in neštevilske spremenljivke) ter vlogo (odvisne in neodvisne spremenljivke).	• The purpose of the course is to deepen the knowledge of statistics already acquired and expand it with statistical procedures and qualitative approaches to data analysis. • The aim of the course is to train candidates for an independent processing and interpretation of the collected data: depending on the type (numeric and non-numeric variables) and role (dependent and independent variables).
Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc: • celovito kritično mišljenje, sposobnost analize, sinteze in predvidevanja rešitev s področja ekonomskih, poslovnih, upravnih, organizacijskih in drugih ved (interdisciplinarnost), • poznavanje in uporaba raziskovalne metodologije (metode, postopki, procesi, tehnologije), • usposobljenost za predstavljanje pridobljenega znanja in raziskovalnih dognanj na domačih in tujih znanstvenih konferencah in v mednarodnem raziskovalnem okolju, • sposobnost za reševanje poslovnih problemov z uporabo znanstvenih metod in postopkov, • usposobljenost za evalvacijo kvalitete dela in dosežkov, • temeljito poznavanje in sposobnost za uporabo najsodobnejših kvantitativnih in	*The learning unit mainly contributes to the development of the following general and specific competences:* • comprehensive critical thinking, the competence for analysis, synthesis and anticipating solutions in the field of economic, business, management, organizational and other sciences (interdisciplinarity), • a thorough knowledge and usage of the research methodology (methods, procedures, processes, technologies), • qualifications for representing the acquired knowledge and research findings on domestic and foreign scientific conferences and in the international research environment, • being able to solve problems in the business environment, using scientific methods and procedures, • being trained for evaluation of quality and achievements, • a thorough knowledge and ability to use

kvalitativnih raziskovalnih metod v poslovni ekonomiji, • sposobnost za samostojno načrtovanje in izvedbo raziskovalnega dela, analizo in interpretacijo podatkov, oblikovanje in utemeljitev mnenj, stališč in predlogov ter pripravo raziskovalnega poročila, • usposobljenost za aktivno sodelovanje na znanstvenih konferencah, raziskovalnih delavnicah, doktorskih in znanstvenih seminarjih s področja ekonomskih in poslovnih ved, • temeljito poznavanje standardov in meril za pisanje strokovnih in znanstvenih člankov, prispevkov, raziskovalnih poročil, monografij idr.	the most contemporary quantitative and qualitative research methods in business economics, • the ability for independent planning and implementation of the research work, analysis and interpretation of data, formation and argumentation of opinions, views and proposals and preparation of the research reports, • competence for active participation in scientific conferences, research workshops and doctoral and scientific seminars in the field of economic and business sciences, • a thorough knowledge of the standards and guidelines for writing professional and scientific papers, articles, contributions, research reports, monographs, etc.

Predvideni študijski rezultati: **Intended learning outcomes:**

Študent/Študentka: • poglobijo razumevanje kvantitativnih in kvalitativnih raziskovalnih metod ter zmožnost njihove ustrezne uporabe v raziskovanju na področju poslovne ekonomije; • analizo podatkov opravijo s statističnim programom SPSS ali s pomočjo računalniškega programa, namenjenega kvalitativni analizi podatkov (npr. Atlas.ti, NUDIST ...); • razvijajo zmožnost kritične analize, evalvacije in sinteze kompleksnih idej; • razvijajo zmožnost ustvarjalnega mišljenja in reševanja problemov; • razvijajo zmožnost samoevalviranja lastne prakse in prizadevanja za kakovost; • razvijajo zmožnost kritičnega vrednotenja izsledkov kvalitativnih in kvantitativnih raziskav.	*Students:* • deepen their understanding of quantitative and qualitative research methods and the ability of their appropriate use in research of the business economics field; • data analysis carried out by the statistical program SPSS or with the help of a computer program intended for the qualitative data analysis (e.g. Atlas.ti, NUDIST, etc.); • develop the ability of critical analysis, evaluation and synthesis of complex ideas; • develop the ability of creative thinking and problem solving; • develop the ability for self-evaluating their own practices and efforts for quality; • the ability to develop a critical evaluation of the results gained by the qualitative and quantitative research.

Metode poučevanja in učenja: **Learning and teaching methods:**

Predavanja, vaje v standardni učilnici in v računalniški učilnici, opremljeni s statističnim računalniškim programom SPSS in ATLAS.ti, individualni študij, individualno delo in/ali delo v paru pri raziskovanju konkretnega problema v praksi, individualne in skupinske konzultacije, individualna evalvacija in refleksija lastnega dela.	Lectures and tutorial in a standard classroom and computer classroom, using the SPSS statistical software and ATLAS.ti, individual study and/or pair work when addressing particular research problem in practice, individual and group consultation, individual evaluation and reflection on personal work.

Načini ocenjevanja:	Delež (v %) Weight (in %)	Assessment:
Način (pisni izpit, ustno spraševanje, naloge, projekt): • pisni (ustni) izpit • individualno pisno poročilo (obseg najmanj 30.000 znakov) o svojem lastnem raziskovalnem delu Lestvica ocen: uspešno, neuspešno.	 60% 40%	Types (written examination, oral examination, coursework, project): • written (oral) exam • individual written report (at least 30.000 characters) on personal research work Grading: successful, unsuccessful.