



Syllabus

 <p style="text-align: center;"> МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ КЫРГЫЗСКОЙ РЕСПУБЛИКИ КЫРГЫЗСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ им. М.Рыскулбекова </p> 	
Name of academic course:	Basics of Scientific Research
Instructor:	Dr. Dinara Bobusheva, Acting Professor, Ph.D. of Economic Sciences
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Number of credits:	2
Date:	TBA
Learning goal:	To provide a guidance for the pre-graduates in learning the basics on how to conducting the business research in a specified field of int'l tourism (including, the writing, designing, preparing and presenting their research projects as academic papers at format of written assignment, scientific article, coursework and senior thesis draft.
Learning objectives:	<p>Objectives Statement of this '<i>Basics of Scientific Research</i>' academic course includes at least four major components:</p> <ol style="list-style-type: none"> 1) To improve the academic writing abilities of senior students for academic studies' needs (methodology of economic/business research organizing, conducting and formalizing), 2) To comprehend the nature of economic/business research philosophies and approaches to formulating the research topic for specified business research projects (i.e. in a field of the int'l tourism), 3) To study the basic components of business research techniques to be of practical importance for business needs assessment in int'l tourism fields as the research subject, and 4) To improve the existing practical skills of junior students for conducting their economic/business research at senior thesis format, and improving their presentation skills as well.

Course description:	<p>This academic course will acquaint the junior students with core principles of conducting the initial business research in order to understand: how the academic writing, research reviewing and presenting should be organized in terms of internationally recognized standards of designing the research projects as academic papers. After studying this academic course, the pre-graduates will be capable to apply the business research methods and research techniques for improvements their skills in economic/business research conducting and required academic papers' designing in a field of international tourism preferably.</p> <p>The studying of methodological basics for organizing the economic/business research has taken on new importance for juniors of Tourism, Hospitality and Entrepreneurship Academic Program at the Kyrgyz Economic University who will recognize the key int'l tourism management needs in contemporary competitive and integrated business environment.</p>
Prerequisites of academic course:	The prerequisites include required specified academic courses in accordance with the approved curriculum in int'l tourism.
Postrequisites of academic course:	Designing the required academic papers such as the written assignments, courseworks, scientific articles and senior thesis drafts.
Competencies:	<p>Upon graduating this academic course the students of Bachelor Academic Program in Tourism, Hospitality and Entrepreneurship should:</p> <p><u>Know:</u></p> <ul style="list-style-type: none"> ▪ Advanced business terminology in a special field of 'international tourism' (OK-2), ▪ Ethical criteria using to work in scientific research (including, basic principles of professional ethics relating to subordination and attitudes with the scientific advisor, members of the State Attestation Commission as well as other students) (CJK-1), ▪ Basics of scientific research conducting in economics and business on the problems of int'l tourism (OK-4). <p><u>Be able to:</u></p> <ul style="list-style-type: none"> ▪ To determine the features between the writing of business report and academic papers (ПК-9), ▪ To apply the approaches, basic strategies and essentials of existing research methodologies in conducting the scientific research in a field of int'l tourism (ПК-7),

	<ul style="list-style-type: none"> ▪ To examine the key differences between the quantitative and qualitative research methods and how they can be mixed (ПК-6), ▪ To recognize the different types of data for the analysis and selection of appropriate statistical tools for variables' processing (ПК-8). <p><u>Hold:</u></p> <ul style="list-style-type: none"> ▪ Questionnaires designing and testing techniques to determine the required needs and suggestions in the process of economic and financial decisions-making (ПК-5), ▪ Interviewing techniques, focus groups' organizing, observations conducting in order to design the scientific research project in accordance with the required standards (ПК-11), ▪ Improved skills in effective presentation of research outcomes, technical proposals and recommendations (ПК-4).
Academic course policy:	<ul style="list-style-type: none"> ▪ <u>All students should be in classroom accurately in time scheduled</u> to participate in lecture and/or practical class, ▪ Attendance is highly suggested. In case if any student will skip more than 3 (<i>three</i>) <i>academic hours</i> without medical or valid reason, such student can be withdrawn from this academic course automatically, ▪ Any student failed to attend regular class, should provide especially designed Home Assignment on subjects of lecture/seminar missed under individual order of instructor, and <i>not later 1 (one) week after date of missed class</i>, ▪ In case of probable non-attendance of lecture/practice class, or being late for lecture/practice class, the student should inform Instructor directly or via e-mail prior official start time of lecture/practice class, ▪ Participation in opened interactive discussions during the lectures and/or seminars should be based on delivering of student's personal opinion, and include only concrete arguments concerning the subject of discussion, ▪ Students should get ready for any regular class and accurately solve and deliver the home works ordered by the professor, ▪ During the regular classes' conducting, any talks, babble gums' using, reading and swiping on smart phone have prohibited,

	<ul style="list-style-type: none"> ▪ Students must be accurate, responsible and precise in attitude to professor and each other's, and ▪ In case of recognizing the academic dishonesty, any work will be graded at zero points only.
Teaching techniques:	Integrative teaching and learning techniques: case studies, brainstorming, benchmarking, opened discussion and feedbacks, projects' designing and presentations, literature reviewing and practice on how to avoid plagiarism.
Form of knowledge control:	<p>The Module and Ranking control evaluation system, including the Module 1 (Research Annotation format), Module 2 (Essay writing format on selected draft topic of senior thesis), and Final Exam (standard examination mode).</p> <p>Additionally, the current control is based on requirements to design and submit the written assignments. As the bonus points, the attendance and participation will be taken into account.</p>
Compulsory academic literature:	<ol style="list-style-type: none"> 1. M. Saunders, P. Lewis, et al. (2009). <i>Research Methods for Business Students</i>. 5th Edition, England, FT Prentice Hall, Pearson Education. 2. Dr. Sue Greener (2009). <i>Business Research Methods</i>. FT Prentice Hall, Pearson Education. 3. Carl Cater and Tiffany Low (2017). <i>Handbook of Research in Tourism</i>. Retrieved from: https://www.researchgate.net/publication/283215199.
Additional academic literature:	<ol style="list-style-type: none"> 1. Sine Heitmann (University of Wolverhampton, UK) and Dr. Peter Dieke (George Mason University, USA). <i>Research Themes for Tourism</i>. CAB International (2011). 2. Greg Richards and Wil Munsters (2010). <i>Cultural Tourism Research Methods</i>. Department of Leisure Studies, Tilburg University, The Netherlands and Wil Munsters Centre for Cultural Tourism Research Zuyd University, The Netherlands. 3. Carol R. Ember and Melvin Ember (2009). <i>Cross-Cultural Research Methods</i>. The Rowman & Littlefield Publishing Group, Inc., United Kingdom. 4. Stephen J. Page (2007). <i>Advances in Tourism Research</i>. University of Stirling, United Kingdom. 5. Terry V. Liu (2006). <i>Tourism Management: New Research</i>. Nova Science Publishers, Inc., New York, USA. 6. Brent W. Ritchie (University of Canberra, Australia), Peter Burns (University of Brighton, UK), Catherine Palmer

	<p>(University of Brighton, UK). (2005) <i>Tourism Research Methods: Integrating Theory with Practice</i>. CABI Publishing.</p> <p>7. Bill Faulkner (2003). <i>Progressing Tourism Research</i>. Channel View Publications. Clevedon-Buffalo-Toronto-Sydney.</p> <p>8. Álvaro Matias, Peter Nijkamp, Paulo Neto (2003). <i>Advances in Modern Tourism Research: Economic Perspectives</i>. Instituto de Turismo, Portugal.</p> <p>9. Habrakan, A., Schmitz, R. and van Tilberg, P. (2008). <i>Searching the World Wide Web: a basic tutorial</i>. Available at: http://www.tilburguniversity.nl/services/library/instruction/www/onlinecourse [Accessed 21 May 2008.]</p> <p>10. Neville, C. (2007). <i>The Complete Guide to Referencing and Plagiarism</i>. Maidenhead: Open University Press.</p> <p>11. Tranfield, D., Denyer, D. and Smart, P. (2003) <i>Towards a methodology for developing evidence informed management knowledge by means of systematic review</i>, British Journal of Management, Vol. 14, No. 3, pp. 207–22.</p> <p>12. Easterby-Smith, M., Thorpe, R. Jackson, P. and Lowe, A. (2008) <i>Management Research</i> (3rd ed). Sage: London.</p>
Independent student's works:	<ul style="list-style-type: none"> ▪ RD-1: Formulation and clarifying of Int'l Tourism Research topic. ▪ RD-2: Determining the Int'l Tourism Research Paradigm and feasibility of selecting appropriate technique for research studies. ▪ RD-3: Reviewing the literature and information sources for determined research project. ▪ RD-4: Selecting samples of population as potential consumers. ▪ RD-5: Primary data collecting through observation and interview. ▪ Designing and presenting the PowerPoint presentation on Research Project subject in int'l tourism context (TBA).
Note:	<p>It is extremely important note, please: in case of catch a cold or flu, the access to classes is closed for diseased students. This rule should be apprehended as "<i>sine qua non</i>" condition to save all team members as well as your Instructor in good health.</p> <p>Additionally, it is strong requirement to accept the educational environment at given academic course as a smoke-free environment; therefore, the denied access for smoking students is still extended up to four hours before entering to class.</p>