

STUDY SUBJECT DESCRIPTION
SOCIAL RESEARCH AND STATISTICAL DATA ANALYSIS

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Management of tourism services	Compulsory	1 st	1 st year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
1 th	4 ECTS	Lithuanian	Face-to-face (e-learning, if needed)
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: LO 1 Knows research methods, research process, data analysis methods and is able to select them for a specific tourism business situation. LO 2 Ability to describe the chosen problem situation and apply specific research methods to solve the selected problem. LO 3 Ability to prepare a research plan, evaluating the issues of ethics, suitability of the research method, data reliability, objectivity. LO 4 Ability to conduct research, analyze and explain the results of the research. LO 5 Able to describe the essence of the research, prepare a report and conclusions. LO 6 Ability to conduct a study of the needs of tourists, analyze and explain the results of the study. LO 7 Ability to collect data, systematize it and process it with statistical calculation software. LO 8 Ability to summarize and interpret research data. LO 9 Ability to plan the course of the research, formulate the purpose and objectives of the research, select appropriate methods for research and data analysis.		Analysis of scientific literature and other sources of information, Tasks in groups - analysis of situations and their discussion, Case study Exercises, Consulting, Independent work..	Assessment of group tasks Control work Evaluation of project work

Prerequisites (these courses must have successfully completed before s/he can take this course)
A basic mathematic course at school must be taken
Course content
1. Introduction. Social research. Basic concepts 2. Social research methods, their application possibilities 3. Social research planning. Basic principles of research ethics. 4. Sample volume and sampling methods 5. Reliability and objectivity of survey data 6. Survey data collection and processing methods. 7. Analysis of social research data. 8. Preparation and execution of the research report.
Recommended or required reading and other learning resources/tools
1. Kardelis, K. Mokslinių tyrimų metodologija. Vadovėlis. Mokslo ir enciklopedijų leidybos centras, 2017. 2. Žydžiūnaitė, V., Sabaliauskas, S. Kokybiniai tyrimai. Principai ir metodai. Vadovėlis. Vilnius: Vaga, 2017. 3. Piligrimienė Ž. Marketingo tyrimų duomenų analizė SPSS programa : mokomoji knyga. Kaunas: Technologija, 2016. 4. Prakapas R., Butvilas T. Mokslinio tiriamojo darbo logografika studijoms. Elektroninė knyga. MRU, 2011.