

Type and level of studies: Doctoral				
Title of the study program: Economics, Statistics, Business Management				
Subject title: Methods and Techniques of Scientific Research and Analysis				
Subject code: DMTN				
Number of ECTS: 10				
Subject status (Compulsory / Elective): Compulsory				
Teacher/s (Name, last name): Janićijević D. Nebojša, Kaličanin M. Đorđe, Lončar M. Dragan, Malinić C. Dejan, Petković K. Goran, Petković M. Mirjana, Petrović M. Ljiljana, Prica Z. Ivana, Vasić R. Vladimir				
Number of active teaching lessons:				Other lessons
Lectures: 4	Practice classes:	Other forms of teaching:	Study research work: 3	
Prerequisite:				
Subject objective: The subject objective is that students acquire knowledge on methods and techniques of scientific research and analysis, as well as on their application to specific issues. In addition to knowledge related to quantitative methods, students also acquire knowledge on qualitative methods.				
Subject outcome (gained knowledge): The education outcome is that students acquired knowledge and academic skills regarding key methods and techniques of scientific research and analysis and their application.				
Subject content/structure: 1. Methodology of survey and interview (individual, group, deep), 2. Case Studies (practical examples), 3. Sample methods, 4. Behaviorist research methods, 5. Experiment, focus and creative groups methods, 6. Market research – market and demand analysis method: Market Analysis, Sample Theory and experiment planning, 7. Market concentration, 8. Benchmarking, 9. Financial benchmarking, 10. Scenario method, 11. Market position measurement methodology, 12. Theory of statistical conclusions: random variables and probability distributions, evaluation of distribution parameters, moment method, maximum validity method, statistical hypotheses testing, type I and type II errors, power of statistical test, parametric and nonparametric tests.				
Teaching methods: Classes are held through lectures, seminars, and study-research work. The classes involve discussions that enable interactivity. As a specific form of class-work, it is planned that PhD students participate in research teams on the projects conducted at the Faculty.				
Grading (maximum number of points 100)				
Pre-examination obligations		Points	Final exam	Points
Activities during lectures		40	Written exam	
Practice lessons			Oral exam	60
Colloquium/a			
Semester papers				
Literature:				
No.	Author	Title	Publisher	Year
1	Singleton A.R., Straits B.C.	Approaches to Social Research	New York: Oxford University Press	2005
2	Bryman A.	Quantity and Quality in Social Research	London: Unwin Hyman	1988
3	Creswell J.W.	Research Design:	Sage	2009

		Qualitative, Quantitative and Mixed Method Approaches		
4	Priivi E., A. Kovalainen	Qualitative Methods in Business Research	Sage	2008
5	Fajgelj S.	Methods of Behavior Research	Center for Applied Psychology	2004