

Educational Establishment
«Belarusian State Economic University»

APPROVED

Rector of Educational Establishment
«Belarus State Economic University»

_____ A.V. Egorov
« 28 » 06 2024
Registration № UD 5986-24 /account

Applied Sociology
(in English)

The curriculum of the educational establishment
in the academic subject for the specialty
6-05-0231-03 «Language Support of Intercultural Communication
(indicating languages)»

The curriculum is compiled based on the Educational Standard in the specialty 6-05-0231-03 «Language Support of Intercultural Communication (indicating languages)», educational plan for the specialty 6-05-0231-03 «Language Support of Intercultural Communication (indicating languages)».

COMPILED BY:

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RECOMMENDED FOR APPROVAL:

Department of Economic Sociology and Psychology of Entrepreneurship of the Educational Establishment «Belarusian State Economic University»
(minutes № 9 dated 25.04 2024).

Methodical Commission in the specialties «Language Support of Intercultural Communication (according to areas)», «Language Support of Intercultural Communication (indicating languages)», «Marketing» (profilization «Event Marketing (in English)» of the Educational Establishment «Belarusian State Economic University»
(minutes № 5 dated 29.05 2024);

Scientific and Methodical Council of the Educational Establishment «Belarusian State Economic University»
(minutes № 8 dated 27.06 2024).

EXPLANATORY NOTE

The curriculum for the academic subject «Applied Sociology (in English)» is aimed at mastering sociological knowledge and developing competencies that can help to solve social and multicultural problems of society. The given subject arranges the knowledge gained from studying sociological disciplines in a system-based way, expanding the sociological competence of the students required for their practical and research activities, and assumes a problem-based and interactive teaching style that stimulates the students' search activity. The curriculum is developed according to the requirements of the Educational Standard in the specialty 6-05-0231-03 «Language Support of Intercultural Communication (indicating languages)».

The **goal** of teaching the academic subject is to obtain the knowledge of applied sociology and develop competencies to conduct an applied sociological research oriented to address social and multicultural issues.

Achieving the goal involves solving the following **objectives**:

- develop a system of knowledge demonstrating the possibilities to address the problems of society with sociological methods;
- understand the role and place of sociological researchers in sociological science and their basic stages;
- reveal the structure of the applied sociological research design, content of its main parts and procedure for its construction;
- understand the methodological grounds for conducting a sociological research and methods for collecting, analyzing and processing of sociological research data;
- work out a design and instrument appropriate to conduct an applied sociological research;
- develop skills for public communication.

As a result of studying the academic subject «Applied Sociology (in English)», a specialized competence is formed:

SC-28. Carry out applied sociological research with following analysis and interpretation of the data obtained.

As a result from learning the given academic discipline, the student must **know**:

- 1) theoretical and methodological grounds for applied sociological researches;
- 2) structure of the sociological research and content of its stages;
- 3) characteristics and functionality of modern methods of sociological research;
- 4) specificity of employing methods in empirical sociological research;

be able to:

- 1) work out a applied sociological research design;
- 2) select and justify the choice of research methods in accordance with the problem under study;
- 3) develop tools for collecting primary sociological information;

4) make a public presentation to demonstrate the results of applied sociological research preparation;

possess:

- 1) method of critical analysis of the results of study of a social problem;
- 2) skills of independent search, selection and analysis of sociological information on the problems in various domains of public life;
- 3) skills of professional communication.

As part of the learning process in the given academic subject, students should acquire not only theoretical and practical knowledge, skills and abilities in the major, but also develop their value-personal, spiritual potential, form the qualities of a patriot and citizen ready to actively participate in the country's economic, industrial, socio-cultural and social life.

The academic subject «Applied Sociology» is included in the module «Advertising and Public Relations» of the educational establishment component.

To study the academic subject «Applied Sociology» the knowledge gained from mastering the academic subjects «Cultural Studies» and «Public Relations» are needed. Since the academic subject «Applied Sociology» is taught in English, proficiency in English is required to master it.

The form of education is day-time.

In accordance with the university educational plan, the number of the hours needed to study the given subject is allocated as:

the total number of study hours is 94, classroom hours are 34 hours, of which lectures are 16 hours, seminars are 18 hours.

The distribution of the classroom hours by the year of study and term:

4th term – lectures – 16 hours, seminars – 18 hours.

Students' individual work – 60 hours.

Its complexity – 3 credits.

The form of current assessment is credit test.

CONTENT OF EDUCATIONAL MATERIAL

PART 1. THEORETICAL AND METHODOLOGICAL GROUNDS FOR SOCIOLOGICAL RESEARCH

Topic 1.1. Introduction to Applied Sociology.

Applied sociological research

Applied Sociology as an integral part of sociological science. The object, subject, goal and objects of applied sociology. Applied (practice-oriented) character of sociological theories.

Understanding of a sociological research. Methodological role of theories in a sociological research. Types of sociological researches. Fundamental and applied research. Qualitative and quantitative research. Pilot, descriptive and analytical research. Monographic, complete and sample research. Applied sociological research and its stages.

Topic 1.2. Sociological research design

Understanding a research design and its importance for an applied sociological research (ASR). Research design structure.

Methodological part of the ASR design. Relevance of the general problem. Justification and wording of the research problem. Object and subject of sociological research. Preliminary system-based analysis of the object under study. Target population and its characteristics. Wording of the goal and objectives of the study. Research hypotheses and their types. Interpretation and operationalization of basic concepts.

Methodic-procedural part of the ASR design. Understanding of a random sample and its structure. Justification of methods for collecting, processing and analyzing the information in a sociological study. Choosing research instruments. Work schedule and assignment of responsibilities.

Topic 1.3. Measurement in sociology

Understanding of measurement in a sociological research. Social indicators and indicators in a sociological research.

Understanding of measurement level and scaling. Measuring qualitative and quantitative data. Scales and indices in a sociological research. Classification of scales. Requirements for construction of scales. Typical mistakes in construction and use of scales.

Topic 1.4. Statistical and sociological aspects of sampling

Methods of embracing the study phenomenon in a sociological research.

Sampling method in a sociological research and its basic concepts: target population and random sample, distribution, sampling error. Statistical and systematic sampling error.

Sampling methods. Types of probabilistic samples: simple random sample, systematic random sample, cluster and stratified random samples; multistage and combined sampling. Types of non-probabilistic samples: convenience, quota, snowball and judgmental samples.

Calculation of the random sample size. Representativeness of the random sample.

PART 2. METHODS FOR COLLECTING EMPIRIC INFORMATION

Topic 2.1. Survey methods for collecting empirical information: questionnaire survey

Survey as a method for collecting primary sociological information, its main purpose and scope. Forms of surveys (face-to-face, group, mail, telephone, online, etc.).

Types of survey. Questionnaire survey, its advantages and disadvantages.

Questionnaire as a tool. Working out a questionnaire. Layout and structure of the questionnaire.

Question as a research tool in a sociological survey. Succession of questions in the questionnaire. Building blocks of questions.

Types of questions: open-ended and closed-ended questions. Types of closed-ended questions: semi-closed, multiple choice, scaled, alternative ones. Types of questions by function: direct, indirect, controlling, filter and trap questions.

Requirements for wording questions. Features of wording questions relating to sensitive topics. Forms of recording options to closed questions.

Topic 2.2. Survey methods for collecting empirical information: interview survey, expert survey, socio-metric survey

Interview survey as a kind of survey. Advantages and disadvantages of the method. Types of interview surveys (formalized in-depth, focused etc.). Requirements for the interviewer. Problems of data processing and analysis.

Expert survey as a kind of survey: purpose, advantages and disadvantages. Methods for selecting experts. Expert survey modes. Making a group decision in the process of examination.

Socio-metric survey and procedure for its conducting in small groups.

Socio-metric tools: socio-metric questionnaire / test, socio-matrix and socio-gram. Types of socio-metric choices. Specificity of processing and analyzing socio-metric tests. Main indicators of socio-metric results. Individual and group indices. Types of interpersonal relationships. The conception of social networks and methods to analyse them.

Topic 2.3. Non-survey methods for collecting empirical information

Document analysis as a non-survey method: its features, advantages and disadvantages. Document as an object of analysis. Types of documents.

Peculiarities of analysis of qualitative and quantitative information. Types of document analysis: traditional and formalized.

Understanding of content analysis. Development and procedure for conducting content analysis. Main stages and criteria for selection of documents. Content analysis categories, coding units / units of analysis, context units and units of account. Construction of a coding sheet, tally sheet, code category and frequency list.

Observation as a method for collecting primary sociological information. Types of observation (covert and overt, participant and non-participant, field and laboratory, systematic and non-systematic).

Observation tools (cards, protocols, diaries) and their construction. Use of technical means of registration of primary information.

Social experiment and its advantages and disadvantages. Basic requirements for the experiment. Types of social experiments. Categories of social experiment. Understanding of test (experimental) and control group. Methods for their selection. Dependent (factor) and independent (neutral) variables. Representativeness of experimental results.

Topic 2.4 Processing and analysis of data in sociology

Types of data in a sociological research. Stages and procedures of data analysis of a sociological research. Software for computer processing the empiric information.

Methods for quantitative analysis of empirical data: univariate, bivariate and multivariate statistical analysis, correlation, cluster, factor analysis etc. Distribution tables of the obtained data. Absolute and relative frequency.

Visualization of the obtained empirical data: tables, graphs, diagrams.

Basic procedures of data processing and analysis in a qualitative research. Primary coding of information: transcription of non-verbal and verbal information into textual, graphic form.

Procedure for explaining the research results. Transfer from indicators to indices. Development of indices, scale assessments.

Presentation of the results of a sociological study. Report structure. Justification and content of the relevance of the problem under study. The goal of study as its most general result. Characteristics of the object and subject of research. Theoretical and methodological foundations of the study. Justification of answers to research hypotheses. General conclusions based on the results of the study. Appendix to the report.

Understanding the recommendations. Requirements for developing recommendations: compliance with the problem and research results; concreteness; feasibility; material and organizational security; possibility to implement.

EDUCATIONAL-METHODOLOGICAL MAP
academic subject «Applied Sociology (in English)»
day-time general higher education

Number of part, topic	Part, topic title	Number of hours							Literature	Attestation mode	
		Lectures	Practical classes	Seminars	Laboratory classes	CEW					
						L	PC	Lab			
1	2	3	4	5	6	7	8	9	10	11	
1	Part “Theoretic and methodological grounds for sociological research”										
Topic 1.1	Introduction to Applied Sociology. Applied sociological research (ASR)	2							[1], c. 6-36, [4], [12], [13]		
Topic 1.2	Design of an applied sociological research	2							[1], c. 37-56, [3], [5], [9], [12], [13]		
	ASR design. Methodological part: setting the study problem, object and subject of research			2					[1], [3], [5]	Reports-presentations. Work in small groups: setting the study problem, object and subject of research	
	ASR design. Methodological part: goal, objectives, hypotheses and basic concepts of research			2					[1], [5], [9]	Questioning. Work in small groups: wording of the goal, objectives, hypotheses, interpretation of concepts.	
	ASR design. Methodic-procedural part: target population and random sample, methods to collect and analyze empiric data, tools to collect the data			2					[1], [12], [13]	Reports-presentations. Work in small groups: defining target population and random sample, grounding for methods to collect and analyze empiric data, tools to collect the data	
Topic 1.3	Measurement in sociology	2							[1], c. 59-76, [10]		
	Measurement in sociology			2					[1], [10]	Reports-presentations. Assignments to identify scales. Test 1	
Topic 1.4	Statistical and sociological aspects of sampling	2							[1], c. 78-99, [14]		
	Statistical and sociological aspects of sampling			2					[1], [14]	Reports-presentations. Assignment to calculate samples. ASR design presentation	
2	Part “Methods for collecting empiric information”										
Topic 2.1	Survey methods for collecting empiric information: questionnaire survey and its tool. Types of questions	2							[1], c. 100-127, [9], [10], [15]		

1	2	3	4	5	6	7	8	9	10	11
	Questionnaire survey as a method to collect the data			2					[1], [9], [10],	Frontal interactive questioning. Grounding for the method to collect data
Topic 2.2	Survey methods for collecting empiric information: interview survey, expert survey, socio-metric survey	2							[1], c. 164-180, [4], [8], [15]	
	Instruments of survey methods. Types of questions			2					[1], [15]	Work in small groups: development of a questionnaire, wording the questions Test 2
Topic 2.3	Non-survey methods for collecting empiric information	2							[1], c. 181-207, [3], [4], [6], [8], [15]	
	Non-survey methods for collecting empiric information: document analysis, observation, experiment			2					[1], [3], [4], [6], [8], [15]	Public presentation of a questionnaire. Development of a blank of observation
Topic 2.4	Data processing and analyzing in sociology	2							[1], c. 208-245, [3], [4], [14]	
	Data processing and analyzing in sociology			2					[1], [3], [4], [14]	Reports-presentations. Test 3
	TOTAL	16		18						Credit test

INFORMATIONAL AND METHODIC PART

LITERATURE

Main references

1. Simkhovich, V. A. Applied Sociology : a textbook for students of higher education institutions in the specialty “Language support of intercultural communication (majors in ” / V. A. Simkhovich. – Minsk : NIHE, 2021. – 280 p.
2. Sociology : a textbook for students of institutions of higher education / [D. K. Beznyuk et al.]; edited by A.N. Danilov. – Minsk : NIHE, 2023. – 307 p. – (in Russian).

Additional references

1. Bozhkov, O. B. Technology of sociological research: how to cook it. Course of lectures / O. B. Bozhkov. – St. Petersburg : Eidos, 2016. – 296 p.
2. Gorshkov, M. K. Applied sociology. Methodology and methods / M. K. Gorshkov, F. E. Sheregi. – M. : Center for Sociological Research, 2012. – 404 p.
3. Dyatlov, A. V. Empiric sociological research : textbook / A. V. Dyatlov, A. M. Shapovalova ; South federal university. – Rostov-on-Don ; Taganrog : South federal university, 2019. – 106 p. : ill. – Mode of access: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=598551> (date of access: 04/24/2024). – Bibliography in book. – ISBN 978-5-9275-3342-8. – Text : electronic.
4. Yelnikova, G. A. Sociology : a textbook / G. A. Yelnikova, Yu. A. Laamarti. – 2nd ed., supplement – M. : INFRA-M, 2023. - 211 p. – (Higher education: Bachelor’s degree). – DOI 10.12737/1086531. - ISBN 978-5-16-016199-0. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2002605> (date of application: 04/24/2024). – Access mode: by subscription.
5. Isaev, B. A. Sociology: a textbook for universities: for students of higher educational institutions studying in all areas / B. A. Isaev. – 2nd ed., correct. and add. – M. : Yurayt, 2021. – 194, [1] p. : ill. – (Higher education).
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8. Kuchko, E. E. Methodology and methods of sociological researches / E. E. Kuchko, S. N. Burova, L. V. Filinskaya. – Minsk : BSU, 2018. – 251 p.
9. Sociology. Fundamentals of general theory : textbook / ed. by G. V. Osipov, L. N. Moskvichev. – 2nd ed., ispr. and add. – M. : Norm : INFRA-M, 2024. – 912 p. – ISBN 978-5-91768-597-7. – Text : electronic. – URL:

<https://znanium.ru/catalog/product/2133780> (date of application: 04/24/2024). – Access mode: by subscription.

10. Crano, W. D. Principles and Methods of Social Research: 3rd ed. / W. D. Crano, M. W. Brewer, A. Lac. – Routledge, 2015. – 505 p.

11. Mishra, S. B. Handbook of Research Methodology / S. B. Mishra, S. Alok. – Educreation, 2017. – 167 p.

12. Statistics in the Social Sciences: Current Methodological Developments / S. Kolenikov, L. Thombs, D. Steinley (Eds.). – John Wiley & Sons, Inc., 2010. – 222 p.

13. Survey Methods in Multicultural, Multinational, and Multiregional Contexts. – John Wiley & Sons, Inc., 2010. – 624 p.

LIST OF QUESTIONS TO THE CREDIT TEST

1. Applied Sociology as a science and its practice-oriented nature
2. Sociological research and its types
3. Applied sociological research (ASR) and its stages
4. Designing of the ASR. Understanding of the ASR design
5. ASR design structure
6. ASR design methodological part and its structure
7. Wording of the general and study problem
8. ASR object and subject
9. ASR goal and objectives
10. ASR hypotheses
11. ASR basic concepts, their interpretation and operationalization
12. ASR design methodic-procedural part and its structure
13. Target population and random sample
14. Random sample's structure and its representativeness
15. Justification of the method
16. Principles of measurement in sociology
17. Understanding of scaling as a tool for measurement in sociology
18. Classification of scales to measure sociological information
19. Procedure of sociological measurement
20. Quantitative and qualitative methods to study phenomena in a sociological research
21. Sampling method and its basic concepts
22. Sociological sample and its peculiarities
23. Sample error and margin of sample error
24. Types of sample errors
25. Probabilistic sampling and types of samples
26. Non-probabilistic sampling and types of samples
27. Calculation of a random sample size
28. Understanding a survey as a method for collecting empiric information
29. Questionnaire survey as a method for collecting empiric information
30. Questionnaire as a tool for collecting empiric information and its structure
31. Types of questions in a questionnaire and requirements to them
32. Interview survey as a method for collecting empiric information
33. Expert survey as a method for collecting empiric information
34. Focus group as a type of interview survey
35. Socio-metric survey as a method for collecting empiric information
36. Non-survey methods for collecting empiric information
37. Sociological observation as a method for collecting empiric information
38. Types of sociological observation
39. Document analysis as a method for collecting empiric information
40. Understanding content-analysis and its procedure
41. Experiment in sociology and its types

42. Procedure of a social experiment
43. Types of the ASR data
44. Types of ASR data analysis
45. Quantitative analysis of the ASR data
46. One-dimensional and multidimensional analysis of the ADR data
47. Types of quantitative analysis of the ASR data
48. Absolute and relative frequency. Frequency distribution
49. Qualitative analysis of the ASR data
50. ASR report: main characteristics and requirements to it.

List of topics for reports

1. Understanding Applied Sociology as a practice-oriented science
2. Understanding of an applied sociological research (ASR)
3. Arrangement of the applied sociological research
4. ASR design and its structure
5. ASR design methodological part: grounding for the general problem and study problem. Importance of literary references on the issue to study
6. ASR design methodological part: object, subject, goal and objectives of research
7. Wording hypotheses as research questions
8. ASR conceptual apparatus: basic concepts and their empiric indicators
9. ASR methodic-procedural part and its components
10. Scaling as a principle to measure sociological data. Types of scales
11. Procedure of measuring sociological data
12. Methods to study phenomena in a sociological research
13. Sampling method in sociology and its basic concepts
14. Probability sample and its types
15. Non-probability sample and its types
16. Questionnaire survey as a method for collecting empiric information
17. Questionnaire as a tool for collecting empiric information and its structure
18. Questionnaire: main approaches to development and types of questions
19. Interview survey as a method for collecting empiric information: advantages and disadvantages
20. Socio-metric survey: specificity of its conducting and data interpretation
21. Expert survey and its conducting
22. Non-survey methods for collecting empiric information
23. Content-analysis as a way to read between the lines
24. ASR data analysis: one-dimensional and multidimensional types
25. ASR data qualitative analysis.

Arranging the students' independent work

Students' independent work is an important part of the academic subject to obtain competencies.

60 hours are allocated for the day-time student's independent work.

The content of students' independent work includes all topics of the academic subject from the "Content of educational material" section.

In study of the academic subject the following forms of independent work are used:

- independent work designed to solve practical problems in the classroom under the teacher's supervision during seminars according to the time-table;
- in-depth study of topics and individual issues of preparing and conducting an applied sociological research;
- performing practical work in accordance with the seminar outline;
- preparation for testing;
- preparation for seminars, including preparation of thematic reports, information and demonstration materials;
- work with educational, reference and other literature and materials;
- performing information searches and compiling a thematic selection of literary sources, Internet sources on the topic of the applied sociological research;
- preparation for passing the intermediate attestation.

Quality control of knowledge acquisition

The diagnosis of the quality of knowledge acquisition is carried out within the framework of the current control and interim attestation.

The current control tasks are carried out throughout the semester and include the following forms of control:

- frontal interactive questioning;
- preparation of reports using sources;
- reports and multi-media PPT presentations;
- tests;
- practical assignments;
- creative work (development of a design of an applied sociological research and a tool questionnaire) for collecting empirical information).

The result of the current control for the semester is assessed with a score on a ten-point scale and is derived based on the scores given for the current control tasks carried out during the semester.

Requirements to the students when passing interim attestation

Students are allowed to undergo interim attestation in an academic subject if they have passed the current attestation (fulfillment of the current control tasks) in the academic subject provided by the given curriculum in the current semester.

Interim attestation is carried out in the mode of oral questioning.

Methodology for forming a score in the academic subject

In accordance with the Regulations on the rating system for assessing of the BSEU students' knowledge, skills and abilities.

**PROTOCOL FOR COORDINATION OF THE CURRICULUM
WITH OTHER ACADEMIC SUBJECTS OF THE SPECIALTY**

Academic discipline to be matched	Department	Proposals for changes in the content of the curriculum in the subject under study	Decision made by the department that developed the curriculum (indicating the date and number of the minutes)
Public Relations	Intercultural Economic Communication	No comments or suggestions 	