

Course Profile
Department of Management / Management Program

Course Number : MAN 362	Course Title : Research Methods
Required / Elective : Required	Pre / Co-requisites :
Catalog Description: Introduction to research, defining the research problem, research design, qualitative research, quantitative research, experimental designs, measurement and scaling, questionnaire design, sampling procedure, data collection methods, data preparation and analysis, research report preparation and presentation.	Textbook / Required Material : Research Design, by J.W. Creswell Sage Publications 2008
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
Extended Description : This course is designed to introduce undergraduate students to research methods. These methods are diverse and range from qualitative to quantitative to mixed techniques. The primary goal of this course will be to introduce methods utilized in research but the focus of students should be on developing a research design useful to solving any research questions that may be encountered in future. Students will therefore be expected to identify a research question, develop a research agenda to answer the question, and present this agenda to their peers as part of the course.	
Design content : None	Computer usage: Moderate level
<p>Course Outcomes: [relevant program outcomes in brackets]: By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the purpose of research. [2,10,12,13] 2. Be familiar with discipline specific. [10,12,13] 3. Utilize resources and methodologies for conducting research. [10,12,13] 4. Develop critical thinking skills. [12] 5. Use and develop a research agenda. [10,12,13] 6. Organize and access information. [12] 7. Search and locate scholarly information. [10,12] 8. Understand responsibilities inherent in conduction and using information ethically. [10,12,13,14] 9. Incorporate research into your writing. [3,12] 10. Learn to cite research resources. [3,12,14] 	
Recommended reading:	
Teaching methods: Lectures	
<p>Assessment methods: One mid-term exam (20%), one final group presentation (15%), five homework assignments (15%), final paper (15%) and final exam (35%).</p> <p>Assignments: 15%</p> <p>Midterms: 20 %</p> <p>Presentation: 15%</p> <p>Term Paper: 15%</p> <p>Final Examination: 35%</p>	

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Total Workload (hour):
Assignments	5	40
Lectures	48	48
Exams	2	5
Term Paper	1	47
Presentation	1	10

TOTAL: 150 hours / 25 = 6 ECTS

Weekly Subjects and Related Preparation Studies

Week	Subject	Related Preparation
1	Introduction to class and syllabus	
2	Introduction to Research Methods, Concepts	Research Methods for Business Uma Sekaran, Roger Bougie
3	The selection of research design	Research Methods for Business Uma Sekaran, Roger Bougie
4	Review of the Literature	Research Methods for Business Uma Sekaran, Roger Bougie
5	Theoretical Framework	Research Methods for Business Uma Sekaran, Roger Bougie
6	Writing Strategies and Ethical Considerations	Research Methods for Business Uma Sekaran, Roger Bougie
7	The Introduction (of proposal)	Research Methods for Business Uma Sekaran, Roger Bougie
8	The Purpose Statement	Research Methods for Business Uma Sekaran, Roger Bougie
9	Midterm week	
10	Research Question and Hypothesis	Research Methods for Business Uma Sekaran, Roger Bougie
11		Research Methods for Business

	Methods and Data Collection	Uma Sekaran, Roger Bougie				
12	Descriptive Research	Research Methods for Business Uma Sekaran, Roger Bougie				
13	Short prime on statistics	Research Methods for Business Uma Sekaran, Roger Bougie				
14	Student presentations					
The Relationship Between Course Learning Outcomes and Program Qualifications						
	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend how to plan, organize, lead and control within an organizational setting	x				
2	Integrate the theories with the real life functions.			x		
3	Communicate and present ideas effectively in verbal and written.				x	
4	Participate in a team work effectively and increase the dynamics of the team.			x		
5	Use computer-based technology and related packaged software.				x	
6	Consider the principal laws that provide the legal framework for business.	x				
7	Hold a basic knowledge about accounting methods and their applications in business world.	x				
8	Apply financial analysis techniques within a business environment.	x				
9	Identify the functions of marketing and their applications to business.	x				
10	Utilize basic quantitative analysis and their applications in the business world.					x
11	Apply basic principles of business processes and project management techniques.	x				
12	Utilize the skills and techniques of data collection for problem solving and decision making.					x
13	Achieve an interdisciplinary point of view.		x			
14	Have the consciousness of business ethics and social responsibility issues.	x				
Prepared by : Sevinç Rende		Revision Date : 06/2013				