



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods and Techniques							
Course Code		İŞT215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This derste student; to gain proficiency in research.							
Course Content		Selecting research subjects, Performing resource research, Evaluating research results, Converting the results of the research report, Preparing presentation, Making presentations							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Dilek GÜRCÜN, Lec. Aylin DİLEK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Bilimsel Araştırma Yöntemi – Prof Dr. Niyazi KARASAR
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Choosing Research Topics
2	Theoretical	Choosing Research Topics
3	Theoretical	Choosing Research Topics
4	Theoretical	Do a Resource Survey
5	Theoretical	Do a Resource Survey
6	Theoretical	Do a Resource Survey
7	Theoretical	Evaluation of Research Results
8	Theoretical	Araştırma Sonuçlarını Değerlendirme
9	Intermediate Exam	midterm
10	Theoretical	Conversion of Research Results to Report
11	Theoretical	Conversion of Research Results to Report
12	Theoretical	Making a Presentation
13	Theoretical	Making a Presentation
14	Theoretical	Making Presentations
15	Theoretical	Making a Presentation
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	35	0	1	35
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explain the basics of scientific research.
---	--



2	Explain the types of scientific research.
3	Explain the ethical principles in scientific research.
4	Report the study.
5	Explain the rights and responsibilities of the researcher and the research participant.

Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L5
P10	5	
P11	5	
P14		5

