



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods and Techniques II							
Course Code		EMY212		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		To understand the basic of scientific research, to have knowledge about the principles of scientific research and the steps.							
Course Content		Identify research problem and aim, interpretation of research findings, evaluation of study subjects and case studies.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)									

Prerequisites & Co-requisites

Prerequisite	MUH263
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	Bilimsel Araştırma Teknikleri
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Week	Weekly Detailed Course Contents	
1	Theoretical	Evaluation research problem and objectives
2	Theoretical	To examine research and data collection methods
3	Theoretical	Interpretation of research findings
4	Theoretical	Evaluation the sources of research
5	Theoretical	Analyze the research report formally
6	Theoretical	Designing index and chapters in study
7	Theoretical	Preparing and showing of foreword, abstract, figures and graphics
8	Intermediate Exam	MidTerm Exam
9	Intermediate Exam	MidTerm Exam
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	2	0	14	28
Lecture - Practice	1	0	14	14
Midterm Examination	1	7	1	8
Final Examination	1	14	11	25
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To improve the vocational interest and knowledge depth of students
2	To gain capability to make independent study and selflearning
3	To improve communication capability; to able to make team work in harmony
4	Students will be able to comprehend how to conduct scientific research.
5	Presents and presents the results of the research effectively

Programme Outcomes (*Retail Sale and Store Management*)

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

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

	L1	L2	L3	L4	L5
P1	5	3	5	3	4
P2	4	5	4	5	3
P3	5	4	5	4	5
P4	4	3	4	5	4
P5	5	3	5	4	3
P6	4	5	4	5	3
P7	4	4	4	5	4
P8	5	3	5	5	4
P9	5	3	4	5	4
P10	5	4	5	5	4

