AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Qualitative Research Methods					
Course Code		TUR601		Couse Level		Third Cycle (Doctorate Degree)	
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed at understanding the Logic of Quantitative Research in Scientific Research, its importance in Scientific Research and gaining skills and competence to do quantitative research by getting knowledge about the research designs.					
Course Content		Information will be given about characteristics of quantitative research and its relation with scientific research, phases of quantitative research, , differences between quantitative and qualitative research, experimental research in quantitative, non-experimental research in quantitative research, quantitative research purpose and sub-purposes, research problem and problem statement in quantitative research, importance, assumptions and limitations in quantitative research, method in quantitative research, data collecting techniques in quantitative research(observation, experiment, survey), experimental research designs, non-experimental research designs by defining scientific research.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study, Individual Study				
Name of Lecturer(s)		Prof. Abdullah TANRISEVDİ					

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Bal, Hüseyin (2009) Sosyal Bilimlerde Nicel Araştırma Yöntemleri, Fakülte Kitabevi, Isparta
2	Karasar, Niyazi (2011), Bilimsel Araştırma Yöntemi(22.Basım), Nobel Akademik Yayıncılık, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Information will be given about the phases in quantitative research process, research design and potential error sources.
	Preparation Work	Pre reading will be done about the phases in quantitative research process, research design and potential error sources.
2	Theoretical	The subject of "reliability" and "validity" in quantitative research will be discussed.
	Preparation Work	Pre reading will be done about the subject of "reliability" and "validity" in quantitative research.
3	Theoretical	Information will be given about measurement and scales, questionnaire design and scale development stages in quantitative research.
	Preparation Work	Prereading will be done about measurement and scales, questionnaire design and scale development stages in quantitative research.
4	Theoretical	Information will be given about the sampling process in quantitative research.
	Preparation Work	Prereading will be done about the sampling process in quantitative research.
5	Theoretical	Quantitative data analysis I: Information will be given about univariate analyses (frequency distribution, central orientation, normal distribution).
	Preparation Work	Prereading will be done about the univariate analyses (frequency distribution, central orientation, normal distribution).
6	Theoretical	Quantitative data analysis II: Information will be given about bivariate analyses of relationship (relationship tests of nominal, stepping, interval, ratio scales)
	Preparation Work	Prereading will be done about the bivariate analyses of relationship (relationship tests of nominal, stepping, interval, ratio scales).
7	Theoretical	Quantitative data analysis III: Information will be given about analyses of relationship between groups (paired comparison: T-test; multiple group comparison: ANOVA (one-way ANOVA, two-way ANOVA, correlation)
	Preparation Work	Prereading will be done about analyses of relationship between groups (paired comparison: T-test; multiple group comparison: ANOVA (one-way ANOVA, two-way ANOVA, correlation)
8	Theoretical	Quantitative data analysis IV: Information will be given about multivariate analyses (MANOVA, factor analysis, cluster analysis, discriminant analysis, regression).

8	Preparation Work	Prereading will be done about the multivariate analyses (MANOVA, factor analysis, cluster analysis, discriminant analysis, regression).
9	Intermediate Exam	Midterm Exam
10	Theoretical	Quantitative data analysis IV: Information will be given about multivariate analyses (MANOVA, factor analysis, cluster analysis, discriminant analysis, regression).
11	Theoretical	Quantitative data analysis V: Information will be given about non-parametric analyses (Mann-Whitney U, Wilcoxon, Kruskal -Wallis H).
	Preparation Work	Prereading will be done about the non-parametric analyses (Mann-Whitney U, Wilcoxon, Kruskal -Wallis H).
12	Theoretical	Quantitative data analysis VI: Information will be given about confirmatory factor analysis (CFA)
	Preparation Work	Prereading will be done about the confirmatory factor analysis (CFA).
13	Theoretical	Quantitative data analysis VII: Information will be given about structural equation modeling (YEM)
	Preparation Work	Prereading will be done about the structural equation modeling (YEM).
14	Theoretical	Feedback will be given by reviewing the scientific research designs which students have prepared individually.
15	Theoretical	Feedback will be given by reviewing the scientific research designs which students have prepared individually.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	14	2	0	28
Project	1	17	0	17
Midterm Examination	1	10	1	11
Final Examination	1	12	1	13
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	He/ she recognizes the place and importance of quantitative research in scientific research.
2	He/ she could be able to distinguish the differences between quantitative research and qualitative research.
3	He/ she gains proficiency of managing experimental research in quantitative methodology
4	He/ she learns and applies experimental research designs in quantitative research
5	By using statistical packages, he/ she could be able to analyze the output obtained from them.

Programme Outcomes *(Tourism Management Doctorate)*

1	In the context of interdisciplinary structure of tourism management, s/he has scientific knowledge and knowledge about sectoral structure and truths which are constituted with the glance of various disciplines.
2	At her/his judgements, applications and behaviors; via using her/his knowledge regarding to the field of tourism; s/he is able to interprate, analyse, define the problems and solve them.
3	S/he is able to transfer the knowledge that're regarding to the field of tourism, to employees and team workers.
4	Within the scope of a study at the field of tourism management; s/he reachs scientific knowledge by proceeding with an independent manner at scientific research process.
5	Fulfill her/his duties and responsibilities at the projects that're performing on the field of tourism management.
6	S/he determines vision, aim and targets for tourism establishments or the institutes which're producing knowledge like universities, schools etc.
7	S/he follows the scientific literature at the field of tourism management.
8	Within the scope of learning to learn, s/he reaches the best applications by benefiting scientific data and the samples at her/his field, as well.
9	S/he transfers her/his knowledge, views and suggestions in written and oral forms to the business managers, relevant sections of the society by academic channels, professional and non-governmental organizations and public opinion.
10	S/he contacts with academicians and research centers operating in the field of tourism management, take part in research projects, and by sharing her/his experiences, transform them to output.
11	S/he is able to use at least a foreign language at academic level.
12	S/he uses computer software, informatics and communication technologies at least in the level of data entering and analyses regarding to her/his working areas.
13	S/he makes original recommendations for the issues arising from the unique nature of tourism.

14	S/he has sufficient awareness about universalities of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety; besides behaving accordingly to organizational/corporate, business and social ethical values. S/he contributes to the sector at producing solutions on these issues.

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	3	4	4	4	4
P2	5	5	5	5	5
P3	5	4	4	5	4
P4	5	4	4	5	5
P5	5	4	5	5	4
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	4
P10	5	5	4	5	4
P11	5	5	5	5	3
P12	5	5	5	5	5
P13	4	4	4	4	4
P14	3	3	3	3	3