



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Scientific Research Ethics							
Course Code		İŞLE542		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Evaluating outstanding presentation techniques, Systematically transferring the current developments in the area or one's own work to other groups in and out of the area; in written, oral and visual forms.							
Course Content		Seminars are given by lecturers, invited speakers and students who are registered to the course. Students presentations may be within the scope of their thesis topics. The course content also includes tips for a successful presentation.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Andrwe Bradbury, Çeviri: H.Elçi, "Başarılı Sunum Teknikleri", Kaizen Yayıncılık, Ekim 2006.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Research Methods
2	Theoretical	The Importance of Scientific Research
3	Theoretical	Access to Scientific Knowledge
4	Theoretical	Scientific Research Methods
5	Theoretical	Research Patterns and Methods
6	Theoretical	Data Collection Methods
7	Intermediate Exam	Midterm Exams
8	Intermediate Exam	Midterm Exams
9	Theoretical	Sampling Theory
10	Theoretical	Validity and Reliability
11	Theoretical	Basic Statistical Analyses
12	Theoretical	Basic Statistical Analyses
13	Theoretical	Basic Statistical Analyses
14	Theoretical	Data Analyses in Qualitative Research
15	Theoretical	Scientific Ethic

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

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**Programme Outcomes (Business Administration Master's Without Thesis)**

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative methods)
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of internationalization

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

	L1	L2	L3	L4	L5	L6	L7
P1	3	4	2	5	3	5	3
P2	5	5	3	3	5	3	2
P3	4	3	4	2	5	2	5
P4	3	2	5	4	3	4	3
P5	2	4	2	5	3	3	4

