



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods							
Course Code		STU501		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	6	Workload	150 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this course, postgraduate students will become acquainted with social research methodologies.							
Course Content		Key features of scientific research, importance of theory in research and especially the problems which are experienced within the studies of tourism field will be discussed.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Tuğrul AYYILDIZ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Böke,K. (2009)Sosyal Bilimlerde Araştırma Yöntemleri, Alfa Yayınları, İstanbul.
2	Vaus, D.A.(1996)Surveys in Social Research , Allen and Unwin Pty Ltd., Australia.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is ethics? What is the study of ethics? How are they used?
2	Theoretical	Introduction to the scientific method and basic concepts
3	Theoretical	Methodical approach in research
4	Theoretical	Phases of research methods, steps, methods, strategies
5	Theoretical	Reliability in the research
6	Theoretical	Validity in research
7	Theoretical	The basic concepts of sampling theorem, factors requiring sampling
8	Theoretical	Midterm Exam
9	Theoretical	The survey method, the general structure of the survey method, the types
10	Theoretical	The survey method, the general structure of the survey method, the types
11	Theoretical	Investigating depth interview
12	Theoretical	Investigating technique of observation
13	Theoretical	Ethnography
14	Theoretical	Making research report
15	Theoretical	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	3	112
Assignment	4	3	0	12
Term Project	1	7	1	8
Midterm Examination	1	8	1	9
Final Examination	1	8	1	9
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	He / she evaluates the basic knowledge and skills acquired in the field of Oral and Dental Health with a critical approach.
2	It communicates effectively with patients, relatives, physicians and other health professionals.



3	The profession acquires moral consciousness, fits the scientific and ethical rules in the process of collecting, interpreting, and announcing the results of the profession.
4	To gain awareness of the necessity of gaining new knowledge and skills throughout life
5	Recognize the need to acquire new knowledge and skills throughout life

**Programme Outcomes (Health Tourism Interdisciplinary Master's Without Thesis)**

1	Having theoretical and practical up-to-date information at the level of expertise in the field of health tourism
2	Being able to have knowledge about using current methods, techniques and devices of technology
3	To be able to take active role in thermal, dental, medical, third age and disabled tourism organization and management,
4	To be able to analyze the problems related to health tourism with scientific methods and to evaluate them with a critical approach
5	To be able to produce new projects for scientific researches, to have executive and finalizing skills
6	To be able to interpret researches by using appropriate statistical methods, to write a report of the research / study they have participated in and publish it in a national / internationally accepted magazine / present at scientific meetings,
7	Health tourism has theoretical and practical knowledge about the historical development and economic dimension of health tourism
8	In organizations providing services in the field of health tourism, they have the knowledge and skills to apply in strategic management, marketing, performance management, quality management and human resources management.
9	Gain the ability to convey intercultural differences, international health legislation and patient rights to knowing, interpreting and practicing.
10	Acquires theoretical and practical knowledge on ethics, politics and planning in health tourism, information systems, professional foreign language, finance and intermediary institutions
11	Has knowledge about basic concepts, terminology and complementary medicine (TAT) in health field

**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	3	3	3	3
P2	3	3	3	3	3
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	3	3	3	3	3
P9	3	5	3	3	3
P10	3	3	3	3	3
P11	3	3	3	3	3

