



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Questionnaire Methods							
Course Code		UTIF412		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	145 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The necessity and importance of primary data for the research, surveys as the primary data method, preparation of surveys and training on the implementation of surveys							
Course Content		Follow-up of survey applications and field work							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Bilge DOĞANLI							

### Prerequisites & Co-requisites

ECTS Requisite	95
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### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Research Methods in Social Sciences and SPSS Applications - Prof. Dr. Recai Coşkun - Prof. Dr. Remzi Altunışık - Prof. Dr. Engin Yıldırım - Sakarya Yayıncılık
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Week	Weekly Detailed Course Contents	
1	Theoretical	Determination of Survey Content
2	Theoretical	Determination of the Problem
3	Theoretical	Determination of Hypothesis or Research Question
4	Theoretical	Determination of Survey Method to be Used
5	Theoretical	Determination of Target Audience
6	Theoretical	Sampling
7	Theoretical	Creating Survey Questions
8	Theoretical	Midterm Exams
9	Theoretical	Reliability and Validity of the Survey
10	Theoretical	Analysis of Survey Data
11	Theoretical	Reporting Results
12	Theoretical	Survey Study
13	Theoretical	Survey Study
14	Theoretical	Survey Study
15	Final Exam	Final Exams

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	20	1	21
Final Examination	1	25	1	26
Total Workload (Hours)				145
[Total Workload (Hours) / 25*] = ECTS				6

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Learns to express the research problem
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2	Learn how to select subjects
3	Learns the arrangement of the questionnaire
4	Learn to question the validity of the questionnaire
5	Learns the interpretation of results

#### Programme Outcomes (*International Trade and Finance*)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

#### 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	2	3	4
P2	3	4	2	3	4
P3	4	4	2	4	4
P4	5	3	3	4	4
P5	4	3	3	4	3
P6	4	3	4	4	5
P7	4	4	4	3	4
P8	4	4	5	5	3
P9	3	4	4	4	3
P10	2	3	4	3	3

