

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
QUANTITATIVE METHODS	BUS2270330	Spring Semester	3+0	3	5
Prerequisites Courses	İSTATİSTİK				
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Esra BAYTÖREN				
Name of Lecturer(s)	Assist.Prof. Burcu İNCİ				
Assistant(s)					
Aim	After successfully completing this course, you will understand what it means to review the literature critically; be introduced to research philosophies and approaches to reasoning; learn a range of strategies, techniques and procedures with which you could collect and analyze data; and consider how to report and present your research. Of equal importance, you will know that there is no one best way for undertaking all research. Rather you will be aware of the choices you will have to make and how these will impact upon what you can find out. This means you will be able to make a series of informed choices including your research philosophy, approaches to reasoning, strategies, techniques and procedures that are most suitable to your own research project and be able to justify them. In this course, you will be introduced to the wealth of data that are available online, both online and face-to-face procedures for collecting your own data and techniques for analyzing different types of data, have a chance to practice them, and be able to select and justify which to use.				
Course Content	This course contains; General course overview and introduction,Research, reflective diaries and the purpose of this book,Generating a research idea and developing your research proposal,Critically reviewing the literature,Understanding research philosophy and approaches to theory development,Formulating the research design,Negotiating access and research ethics,Selecting samples,Obtaining and evaluating secondary data,Collecting primary data using observation,Collecting primary data using interviews and diaries,Collecting primary data using questionnaires,Analyzing data quantitatively,Analyzing data quantitatively.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to gain an advanced understanding of business research problems.			10, 16, 9	C, E	
1.1 Defines research methodologies					
1.2 Explains both qualitative and quantitative analysis					
1.3 Evaluates a research project					
2. Will be able to distil an identified business problem into a succinct research problem(s).			10, 16, 9	C, E	
2.1 Articulates research problem into a comprehensive research					
2.2 Creates a research brief containing the information necessary to solve the problem under consideration					
2.3 Creates a research summary with objectives					
3. Will be able to complete a research proposal for implementation at either a local or international level.			10, 16, 9	C, E	
3.1 Prepares a research proposal with a literature review of the necessary depth to ensure a full understanding of what is already known about the problem under study					
3.2 Prepares a research proposal that includes the design of the research on the problem under investigation					
3.3 Prepares a research proposal including the data collection method, sampling method and analysis method of the research					
3.4 Prepares an indicative time frame for each phase of the proposed research and budget					
4. Will be able to apply a broad understanding of issues specific to undertaking business research across international boundaries.			10, 16, 9	C, E	
4.1 Explains the strategies and approaches s/he will use to solve the cultural, geographical, and linguistic difficulties while doing research					
4.2 Explains the strategies and approaches s/he will use to solve financial difficulties s/he may encounter while doing research					
4.3 Explains the strategies and approaches that can be used to solve a research project in the design, implementation, and evaluation					
5. Will be able to take account of the importance of ethical conduct in undertaking research			10, 16, 9	C, E	
5.1 Explains the potential implications of ethical conduct on business relationships and potential respondents					
5.2 Understands the sensitivity to cultural differences					
5.3 Recognizes the importance of honesty and accuracy in the design, analysis, evaluation, and reporting of a research project.					
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	C: Multiple-Choice Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	General course overview and introduction				
2	Research, reflective diaries and the purpose of this book				
3	Generating a research idea and developing your research proposal				
4	Critically reviewing the literature				
5	Understanding research philosophy and approaches to theory development				
6	Formulating the research design				
7	Negotiating access and research ethics				
8	Selecting samples				
9	Obtaining and evaluating secondary data				
10	Collecting primary data using observation				

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

QUANTITATIVE METHODS

Syllabus

Lecture Schedule		
Sequence	Topics	Preliminary Preparation
11	Collecting primary data using interviews and diaries	
12	Collecting primary data using questionnaires	
13	Analyzing data quantitatively	
14	Analyzing data quantitatively	
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources
[1] Research Methods for Business Students, Mark NK Saunders, Philip Lewis, and Adrian Thornhill, Pearson, Ninth edition, 2023
[2] Research Methods for Business - A Skill Building Approach, Uma Sekaran, John Wiley and Sons, 4th ed., 2003.
[3] Research Methods for Business and Social Science Students, John Adams, Hafiz T.A. Khan, Robert Raeside, Sage Publications, 2nd ed., 2014.
[4] Lecture Notes