



# MARMARA UNIVERSITY - Faculty of Business Administration

Business Administration (in English)

## SYLLABUS

Course Code	Course Title		Type of Course	Course Group * for electives	Weekly Course Hours		ECTS Credits	Prerequisite to minimum letter grade
					T	P		
BUS2004	Research Methods		Compulsory		3	0	5	
Prerequisite			Minimum grade				Grade	
Language of Instruction								
Course Lecturer								
Short Course Content	Importance of Research in Business, Introduction to Scientific Method, Variables and Values, Relationships: Correlational and Causal, Problem Definition and Forming Theoretical Framework, Hypotheses, Designing the Research, Observation and Interviewing, Experimental Design, Operational Definition and Levels of Measurement, Developing Scales, Reliability and Validity, Guidelines for Questionnaire Design, Sampling							
Course Objectives	The purpose of this course is to introduce the basic principles of scientific research, to provide an understanding of the language and approach of science, and to be able to use this approach when thinking, reading, and evaluating daily events.							
Recommended or Required Reading	1.	Sekaran, U., & Bougie, R. (2015). Research methods for business: A skill building approach. New York, Chichester, Brisbane, Toronto, Singapore: John Wiley & Sons						
Learning Outcomes	1.	can evaluate the quality of research designs						
	2.	can understand different methodologies of scientific research						
	3.	can use the approach of science when thinking, reading, and evaluating daily events						
	4.	can understand the language and approach of science						
	5.	can understand the basic principles of scientific research						
Planned Learning Activities and Teaching Methods								
WEEK	Date	Course Contents						
Week 1		Importance of Research in Business						
Week 2		Introduction to Scientific Method						
Week 3		Variables and Values						
Week 4		Relationships: Correlational and Causal						
Week 5		Problem Definition and Forming Theoretical Framework						
Week 6		Hypotheses						
Week 7		Designing the Research						
Week 8		Midterm(s)						
Week 9		Observation and Interviewing						
Week 10		Experimental Design						
Week 11		Operational Definition and Measurement Levels						
Week 12		Developing Scales						
Week 13		Reliability and Validity						
Week 14		Guidelines for Questionnaire Design						
Week 15		Sampling						
Week 16		Study week						
Week 17		Final						
Assessment Methods		Assessment Method	Quantity	Date			Weight in Total (%)	Weight in Semester Evaluation (%)
		Final Exam	1				50	0
		Final Make-up Exam (if exists)	1				50	0
		Semester Evaluation					50	100

Methods and Criteria	Midterm(s)		1		50	100.0
	Quiz(zes)					
	Project(s)					
	Homework(s)					
	Laboratory					
	Other					
*** ECTS Credit Calculation ***						
Evaluation Tool	Hour/Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours
Theoretical hours	3.0	42.0		Quiz & preparation		
Applied hours	0.0	0.0		Homework		
Laboratory				Project		
Pre-class self study	1.0	14.0		Research and presentation		
Post-class self study	1.0	14.0		Seminar		
Post-application self study				Field study		
Exam preparation & Midterm	20	20.0		Atelier		
Exam preparation & Final	30	30.0		Other		
GENERAL TOTAL :					55.0	120.0
Recommended ECTS Credit (Total Hours / 25) :						5