

General information	Name of course, its code, and number of credits		ECON 960 Research Methods - 3KU/6ECTS credits
	Department		Economics and Management
	Program (Bachelor, Master)		MBA
	Semester		Fall 2018
	Instructor		Dr. Lala Ganiyeva
	E-mail:		lganiyeva@yahoo.com
	Phone		055-966-3622
	Room		Bashir Safaroglu 122, Room 35
	Office Hours		
Prerequisites	MKT 840 - Marketing Management		
Language of instruction	English		
Type of course (compulsory, elective)	Compulsory		
Textbooks/Additional Literature	Saunders, M., Lewis, P. & Thornhill, A. (2009). <i>Research methods for business students</i> (7 th ed. or earlier). Harlow: Pearson Additional readings will be assigned in class.		
Course outline	A foundations course on quantitative and qualitative research methodology and design principles		
Course objectives	To develop an ability to consume and conduct research		
Learning Outcomes	At the end of the course, the students will be able to: design and conduct research using a variety of methods; critically evaluate research		
Instructional Methods	Lecture	X	
	Group Discussion	X	
	Practical Assignments	X	
	Case Analysis		
	Others	X	
Assessment	Components	Date/Deadline	Percentage (%)
	Midterm examination		25%
	Case Study		
	Participation/Attendance		10 %
	Assignments and Tests		
	Course Paper (Project)		
	Proposal presentation		15 %
	Final Examination		40 %
	Other (Quizzes)		10%

	Final Grade		100%
Policies	<p>Attendance/participation. Because of the once-a-week course format, students are expected to attend all sessions. Failure to attend will lead to the deduction of the points from the student grade. If you have an absence, take responsibility for making up assignments and for obtaining missed lecture information.</p> <p>Participation is important for doing well in the course. You'll be graded for your active engagement with the material and your peers. The attendance and participation will account for 10 % of the total course grade.</p> <p>Class preparation. Students are responsible for: 1) reading the assigned materials; 2) taking the initiative to ask questions that promote understanding of the academic subject; 3) communicating regularly with the instructor, especially in matters related to class assignments.</p> <p>Quizzes/proposal presentation. The structure and format of the quizzes may include multiple choice and open-ended questions. All quizzes have equal weight. Makeup quizzes are permitted in extreme cases only. Quizzes will account for 10 % of the total course grade. Proposal presentation and discussion will be conducted by each student. The proposal presentation includes the following: title, introduction, literature review, methodology, and proposed data analysis. Proposal presentation will constitute 15 % of the final grade.</p> <p>Cheating/plagiarism. Academic integrity is fundamental to the activities and principles of a university. Breaches of the academic integrity will lead to assignment cancellation. When in doubt about plagiarism or any other form of cheating, consult the course instructor.</p>		
Schedule (Tentative)			
Week	Date (planned)	Topics	Textbook/Assignments
1.	20.09.2018	Course overview &orientation The nature of research The research process	Saunders et al., Chapter 1
2.	27.09.2018	Formulating and clarifying research topic Attributes of a good research topic Generating research ideas/turning them into projects Writing your research proposal	Saunders et al., Chapter 2
3.	4.10.2018	Reviewing the literature Literature sources Planning/conducting your literature search	Saunders et al., Chapter 3

		Obtaining, evaluating and recording literature	
4.	11.10.2018	Reviewing the literature (contd.) Plagiarism Research philosophies and approaches Understanding your research philosophy	Saunders et al., Chapter 3 &4
5.	18.10.2018	The research design The purpose of your research Multiple methods choices The credibility of your research findings The ethics of your research	Saunders et al., Chapter 5
6.	25.10.2018	Access and research ethics Issues associated with gaining access and strategies to gain access Research ethics Ethical issues at different stages of research	Saunders et al., Chapter 6
7.	1.11.2018	Sampling Probability and non-probability sampling. Quiz 1	Saunders et al., Chapter 7
8.	8.11.2018	Midterm examination. Secondary data Types of data/locating data/evaluating secondary data Advantages and disadvantages of secondary data	Saunders et al., Chapter 8
9.	15.11.2018	Collecting primary data Participant observation Structured observation Interviews	Saunders et al., Chapter 9&10
10.	22.11.2018	Collecting primary data (contd.) Interviews (contd.) Questionnaires	Saunders et al., Chapter 10&11
11.	29.11.2018	Analyzing quantitative data Preparing, inputting, checking, exploring and presenting data Describing data using statistics	Saunders et al., Chapter 12
12.	6.12.2018	Analyzing quantitative data(contd.) Examining relationships, differences and trends using statistics	Saunders et al., Chapter 12
13.	13.12.2018	Analyzing qualitative data Quantitative vs. qualitative data	Saunders et al., Chapter 13

		analysis Approaches to qualitative analysis Types of qualitative analysis processes Analytical aids	
14.	20.12.2018	Writing your research report Structuring/organizing your report Developing an appropriate writing style Meeting the assessment criteria Oral presentation of the report. Quiz 2	Saunders et al., Chapter 14
15.	27.12.2018	Proposal presentations	
		Final examination	