

1. GENERAL DESCRIPTION					
Course Code	Course Title	Type of Course	Year of Study	Semester	ECTS Credits
ISL5001	Research Methods-I	Mandatory	First Year	Fall Semester	6
2. LEVEL OF THE COURSE					
Second Cycle (Graduate)					
3. OBJECTIVE OF THE COURSE					
The aim of this course is to teach students the basic concepts of scientific research, scientific approach and scientific research process in business researches.					
4. NAME OF LECTURER(S)					
Assoc. Prof. Dr. Ali Sait ALBAYRAK					
5. LEARNING OUTCOMES					
LO1	Design scientific research, define objective of scientific research and explain the stages of a scientific research process.				
LO2	Write and prepare effectively a research project in MS Word.				
LO3	Know the basic concepts of a scientific research process, sampling theory and hypothesis testing.				
LO4	Choose and apply most suitable univariate hypothesis tests of the purpose of the study among from a number of parametric and nonparametric hypothesis tests.				
LO5	Search and interpret the claims about one, two and more than two univariate population parameters.				
LO6	Apply and interpret univariate parametric and nonparametric hypothesis tests using SPSS statistical program.				
6. MODEL OF DELIVERY					
Face to face					
7. PREREQUISITES AND CO-REQUISITES					
None					
8. RECOMMENDED OPTIONAL PROGRAM COMPONENTS					
None					
9. COURSE CONTENTS					
Basic Concepts, Types of Scientific Research, Types of Measurement Scales, Validity and Reliability Concepts, Stages of a Scientific Research Processes, Writing a Research Report, Sampling and Sampling Methods, Hypothesis Testing.					
10. WEEKLY DETAILED COURSE CONTENTS					
Week	Theoretical				
1	Basic Concepts, Definition of Scientific Research, Types of Scientific Research, Measurement Scales Used in Scientific Research, Error Concept in Statistics and Statistical Mistakes, Validity and Reliability of the Scales Used in Scientific Research.				
2	Design and Stages of Scientific and Statistical Research Processes.				
3	Parts and Sections of a Research Report and Writing a Research Report.				
4	Parts and Sections of a Research Report and Writing a Research Report.				
5	Population, Sampling Methods, Data Collecting Tools, Sampling Distributions and Central Limit Theorem, Statistical Estimation and Steps in Sampling Process.				
6	Descriptive Statistical Measure in Applied Scientific Research and Their Properties.				
7	Hypothesis Testing: Concepts of Hypothesis Testing, Classification of Hypothesis Testing, Basic Steps in Hypothesis Testing, Errors in Hypothesis Testing (Type I and Type II Error).				
8	Midterm Exam				
9	Parametric Hypothesis Application for One, Two and More Than Two Population Parameters in SPSS and Interpretations.				

10	None Parametric Hypothesis Testing: Chi-Square Independence Test, Chi-Square Homogeneity Tests, Chi-Square Goodness-of-Fit Tests.
11	Nonparametric One-Sample Tests: Binomial Test, Runs Test, Kolmogorov Smirnov (K-S) One-Sample Test.
12	Nonparametric Independent Two-Sample Tests: Kolmogorov Smirnov (K-S) Two-Sample z Test, Mann Whitney (M-W) U Test, Moses Extreme Reaction Test and Wald-Wolfowitz Run Test.
13	Nonparametric Dependent Two-Sample Tests: Wilcoxon Signed Ranked Test, Sign Test, McNemar Test, Marginal Homogeneity (MH) Test.
14	Nonparametric Independent K-Sample Tests: Kruskal Wallis (K-W) H Test, Median Test and Jonckheere-Terpstra (J-T) Test.
15	Nonparametric Dependent K-Sample Tests: Friedman, Kendall W and Cochran Q Tests.
16	Final Exam

11. TEXTBOOK / MATERIAL / RECOMMENDED OR REQUIRED READINGS

- ✓ Ali Sait Albayrak, *ISL5001 Araştırma Yöntemleri Ders Materyali*, Recep Tayyip Erdoğan Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, Rize, 2012.
- ✓ Şeref Kalaycı (Editör), Ali Sait Albayrak vd, *SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri*, 5. Baskı, Asil Yayın Dağılım, Ankara, 2011.

12. PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Activities are Given in Detail in the Section of "Assessment Methods and Criteria" and "Workload Calculation".

13. ASSESSMENT METHODS AND CRITERIA

Type of Assessment	Weight (%)
Midterm Examination	40
Final Examination	60

14. LANGUAGE OF INSTRUCTION

Turkish

15. WORK PLACEMENT(S)

None

16. WORKLOAD CALCULATION

Activities	Number	Time (Hours)	Total Workload (Hours)
Lectures (Face to Face Teaching)	14	3	42
Individual Studies Outside Class	14	6	84
Individual Study for Midterm Examination	1	15	15
Midterm Examination	1	1	1
Individual Study for Final Examination	1	30	30
Final Examination	1	1	1
Total Work Load (Hours)	32	56	173

17. CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAM OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
LO1	5	4	4		3	3	2			4	2	2		3	
LO2				2	2	1				2					
LO3	4	3	3		3		4		4	5		3	3		
LO4	3		3		3		3		3	4		2		2	
LO5	3		3		3		3		3	4		2		2	
LO6	3		3		3		3		3	4		2		2	

* Contribution Level: 1=Very Low, 2=Low, 3=Medium, 4=High and 5=Very High. LO=Learning Outcome and PO=Program Outcomes.