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| ***CAG UNIVERSITY***  ***INSTITUTE OF SOCIAL SCIENCES***  ***Business Administration Ph.D. Program*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Code** | | | | **Course Name** | | | | | | | | | | | | **Credits** | | | | | **ECTS** | | |
| **MAN 633** | | | | Research Methods and Multivariate Statistics | | | | | | | | | | | | 3 (3-0-3) | | | | | **15** | | |
| **Prerequisite** | | | | | | | | **No** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | Turkish | | | | **Learning Method** | | | | | | **Face-to-face** | | | | | |
| **Course Type and Level** | | | | | | | | **Zorunlu/Doctor** | | | | | | | | | | | | | | | |
| **Teaching Staff** | | | | | **Names** | | | | | | **Class Hours** | | | | | | **Meeting Hours** | | | | **Communication** | | |
| **Course Coordinator** | | | | | Prof. Eda Yaşa ÖZELTÜRKAY, MD | | | | | | Monday 18.30 -21.30 | | | | | | Tuesday  14:00-16:00 | | | | [**edayasa@cag.edu.tr**](mailto:edayasa@cag.edu.tr) | | |
| **Course Objectives** | | | | | Literature finding, data collection, data evaluation, and report writing techniques required to conduct research on a particular topic are also among the topics to be emphasized. To learn quantitative data analysis and interpretation techniques using a statistical software (SPSS). | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | |  | Upon successful completion of the course, a student is expected to have the following skills: | | | | | | | | | | | | | | | | **Relations** | | | | |
| **Program Output** | | | | **Net Impact** |
| 1 | To provide them with knowledge about the scientific research process and methods | | | | | | | | | | | | | | | | 1 | | | | **5** |
| 2 | To develop the skills of analyzing and evaluating scientific research | | | | | | | | | | | | | | | | 3&4 | | | | 4&4 |
| 3 | To teach basic statistical concepts | | | | | | | | | | | | | | | | 5 | | | | 5 |
| 4 | To enable them to learn the techniques of collecting, analyzing and evaluating quantitative data using statistical software | | | | | | | | | | | | | | | | 3 | | | | 4&4 |
| 5 | To reinforce the knowledge of research proposal and report preparation | | | | | | | | | | | | | | | | 5 | | | | 5 |
| **Course Description: The** course will cover all stages of a marketing research, including data collection and analysis of a real research project. Various qualitative and quantitative methods, including data collection and interpretation, will be applied for a specific problem. Ethical issues that will arise during the research process will also be addressed. In addition, this course tries to develop students' critical thinking and problem-solving abilities. | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Content:(Weekly Lesson Plan)** | | | | | | | | | | | | | | | | | | | | | | | |
| **Week** | **Topic** | | | | | | | | | | | | | | **Preparation** | | | | | **Teaching Method** | | | |
| **1** | Scientific Method and Philosophy of Science & Scientific Research Process and Determining the Research Problematic | | | | | | | | | | | | | | Textbook chapters 1&2 | | | | | Lecture and Discussion | | | |
| **2** | Conceptual Framework of the Research; Theory, Model, Hypothesis, Variable and Operationalization | | | | | | | | | | | | | | Textbook chapter 3 | | | | | Lecture and Discussion | | | |
| **3** | Research Design: Classification of Research Design and Methods & Research Population and Sampling | | | | | | | | | | | | | | Textbook chapters 4&5 | | | | | Lecture and Discussion | | | |
| **4** | Operational Identification and Measurement & Data Collection Techniques | | | | | | | | | | | | | | Textbook chapter.6&7 | | | | | Lecture and Discussion | | | |
| **5** | Data Processing Readiness, Basic Statistical Measures and Types of Analysis | | | | | | | | | | | | | | Textbook chapter 8 | | | | | Lecture and Discussion | | | |
| **6** | Quantitative Data Analysis: I. Hypothesis Testing and Correlation & Application Examples | | | | | | | | | | | | | | Textbook chapter 9 | | | | | Lecture and Discussion | | | |
| **7** | Application of Quantitative Data Analysis | | | | | | | | | | | | | |  | | | | | Lecture and Application | | | |
| **8** | Exploratory Factor Analysis and Reliability Analysis & Regression Analysis and application examples | | | | | | | | | | | | | | Textbook chapters 10& 11 | | | | | Lecture and Discussion | | | |
| **9** | Application of Quantitative Data Analysis | | | | | | | | | | | | | |  | | | | |  | | | |
| **10** | Structural Equation Modeling | | | | | | | | | | | | | | Textbook chapter 12 | | | | | Lecture and Discussion | | | |
| **11** | Other Quantitative Research Designs: Experimental Research and Meta-Analysis | | | | | | | | | | | | | | Textbook chapter 13 | | | | | Lecture and Discussion | | | |
| **12** | Qualitative Research Designs and Qualitative Data Analysis | | | | | | | | | | | | | | Textbook chapter 14 | | | | | Lecture and Discussion | | | |
| **13** | Preparation of Research Report and Ethics | | | | | | | | | | | | | | Textbook chapter 15 | | | | | Lecture and Discussion | | | |
| **14** | Panel data analysis lecture and application examples | | | | | | | | | | | | | | - | | | | | Lecture and Discussion | | | |
| **15** | Smartpls program lecture and analysis applications | | | | | | | | | | | | | |  | | | | | Lecture and Discussion | | | |
| **16** | Evaluation and presentation of projects | | | | | | | | | | | | | |  | | | | | Lecture and Discussion | | | |
| RESOURCES | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | Research Methods in Social Sciences, Philosophy-Method-Analysis Assoc. Prof. Dr. Sait GÜRBÜZ and Assoc. Prof. Dr. Faruk Şahin 3. Oppression | | | | | | | | | | | | | | | | | |
| **Other Resources** | | | | | | Mahir Nakip[, Research Techniques in](https://www.seckin.com.tr/kitap/688812235) Marketing, Kemal Kurtuluş, Marketing Research, etc. Scientific Research Methodbooks | | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | Lecturer's lecture slides | | | | | | | | | | | | | | | | | |
| EVALUATION METHODS | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | Explanation | | | | | | | | | | |
| **Homework** | | | | | | | **1** | | | **%50** | | |  | | | | | | | | | | |
| **Project** | | | | | | | **1** | | | **%50** | | |  | | | | | | | | | | |
| ECTS TABLE | | | | | | | | | | | | | | | | | | | | | | | |
| **Content** | | | | | | | | | **Number** | | | | | Hour | | | | | | | | Sum | |
| **Time in the Course** | | | | | | | | | **16** | | | | | 3 | | | | | | | | 48 | |
| **Out-of-Class Time** | | | | | | | | | **16** | | | | | 4 | | | | | | | | 64 | |
| **Project** | | | | | | | | | **1** | | | | | 230 | | | | | | | | 230 | |
| **Term Paper** | | | | | | | | | **1** | | | | | 100 | | | | | | | | 100 | |
| Sum  Total / 30  ACT Credisi | | | | | | | | | | | | | | | | | | | | | | 230 | |
| 442/30 =14.7 | |
| 15 | |
| Project description | | | | | | | | | | | | | | | | | | | | | |  | |
| Term paper: Students are expected to translate the articles (three each) given individually and discuss them with the relevant literature.  Submitted work Timely submission (20 points) Manuscript format suitability (20 )Meaningful translation (30) Sharing the content information of the article in a logical order (purpose, importance, literature translation, method, findings and results, etc.) It is scored based on criteria of (30). Deadline: April 8, 2023  In accordance with the Thesis Writing rules of Çağ University Institute of Social Sciences, a project research will be carried out individually and practically. Students are unique in the choice of subject and the material method to be used. The printout of the version written in the MSWord file is delivered to the responsible instructor of the course by hand and via e-mail. Deadline: May 8, 2023  Project outline   * Abstract (200-250 words) * Abstract (200-250 kelime) * Entrance * Conceptual Framework- Literature (at least 20 reference books, thesis, articles, etc.) * Method (Survey: 50; in-depth interview: 10 people; focus group: 1) * Analysis and Findings * Conclusions and Recommendations * Bibliography * Appendices (Questionnaire form, permission forms, interview form, etc.) | | | | | | | | | | | | | | | | | | | | | | | |