



AVRUPA KREDİ TRANSFER SİSTEMİ (AKTS)

Ders Bilgi Paketi

BUSI 303b — İşletme Yönetiminde Araştırma Yöntemi

Ders Bilgileri

Ders Kodu	BUSI 303b
Dersin Adı	İşletme Yönetiminde Araştırma Yöntemi
Ders Adı (EN)	Business Research Methods
Eğitim Düzeyi	Lisans
Ders Türü	Ders
Eğitim Dili	Türkçe
Öğretim Elemanı	Doç. Dr. Abubakar Mohammed ABUBAKAR
T / U / L	3 / 0 / 0
Kredi	3
AKTS	5

Dersin Amacı

A core aim of the course is to help students identify research problem, develop, and use an actionable research proposal. This course utilizes both theoretical and practical exercises to develop student's skills in conducting field research for business entities. These skills include developing and defining research problem statements; developing research objectives; utilizing the appropriate design; the use of secondary and primary data collection and instruments; sampling methods; hypotheses testing; data analysis and interpretation. At the end of the course students should be able to:

- Learn the overall research process from inception to report.
- Formulate, create research questions and hypotheses.
- Use a variety of research methods through hands-on experience.
- Identify primary characteristics of quantitative research and qualitative research.
- Identify primary characteristics of primary and secondary data.
- Apply the basic concepts of research such as variables, sampling, reliability, and validity.
- Use appropriate methodological paradigms to construct research proposal.

Dersin İeriđi

WEEK 1: Introduction to business research: problem definition and developing research approach.
WEEK 2: Research design WEEK 3: Qualitative research: its nature and approaches WEEK 4:
Qualitative research: focus groups, interviews, and projective techniques WEEK 5: Qualitative
research: data analysis WEEK 6: Quantitative research: Survey and observation techniques WEEK 7:
Quantitative research: questionnaire design WEEK 8: Midterm Exam WEEK 9: Quantitative research:
questionnaire design WEEK 10: Quantitative research: sampling – design and procedures WEEK 11:
Quantitative research: frequency distribution, cross-tabulation, and hypothesis testing WEEK 12:
Quantitative research: frequency distribution, cross-tabulation, and hypothesis testing WEEK 13:
Term project WEEK 14: Term project

Dersin n Koşulu/ Yan Koşulu

None

Ders Kitabı / Malzemesi / nerilen Kaynaklar

Courses related materials will be provided by the instructor via the CourseWeb system.

Akademik Dürüstlük ve Yapay Zeka

Plagiarism will not be tolerated under any circumstances. No late submissions will be accepted, except in very rare cases (e.g., illness with medical report, legal etc.). Students who are absent on an exam day must provide a legitimate excuse before the exam. Failure to do so will result in a penalty of a grade of 0. Any form of academic dishonesty (e.g., plagiarism, intellectual property theft – including materials taken from the Internet, having others do your assignments, failing to participate in group work, etc.) will result in a penalty. Students are expected to uphold the highest standards of academic integrity when using artificial intelligence (AI) tools. While AI resources may be used to support learning, all submitted work must reflect the student’s own understanding and effort. Unauthorized use of AI to generate or complete assignments, or failure to properly acknowledge such use when permitted, constitutes academic misconduct.

Ders Çıktıları

- L01:** Learn the overall research process from inception to report.
- L02:** Formulate, create research questions and hypotheses.
- L03:** Use a variety of research methods through hands-on experience.
- L04:** Identify primary characteristics of quantitative research and qualitative research.
- L05:** Identify primary characteristics of primary and secondary data
- L06:** Apply the basic concepts of research such as variables, sampling, reliability, and validity
- L07:** Use appropriate methodological paradigms to construct research proposal.

Haftalık Program

Bu ders için haftalık program bilgisi bulunmamaktadır.

Eğitim-Öğretim Metodları

Bu ders için eğitim-öğretim yöntemi bilgisi bulunmamaktadır.

Ders Değerlendirme Kriterleri

Aktivite Türü	Değerlendirme Adı	Katkı Oranı
Vize	Vize	%30
Quiz	Quiz (1, 2 and 3)	%30
Final	final project	%40
Toplam		%100

Sürdürülebilir Kalkınma Amaçları

Seçilen Amaçlar: SKA 3, SKA 4, SKA 8, SKA 9, SKA 11, SKA 12, SKA 17

Bu belge 05.09.2026 tarihinde otomatik olarak oluşturulmuştur.