

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3107601	SEMESTER OF STUDY	6
COURSE TITLE	RESEARCH METHODOLOGY FOR MANAGERS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures, Workshops and Laboratory Exercises		5	6
COURSE UNIT TYPE	Special Background Course		
PREREQUISITES :	Business Statistics I and Business Statistics II		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=107		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of this course is to introduce students to research methodology in order to have the opportunity to study and prepare a scientific text and especially to have the knowledge and skills to develop their dissertation.

Upon successful completion of this course, students will be able to:

- Understand the different ways of research approach
- Investigate the literature and be able to prepare a literature review of a topic
- Choose the appropriate methodological approach to various case studies
- Carry out sample surveys and calculate the appropriate sample size
- Recognize the limitations of research
- Compare survey results

General Skills

- Individual work
- Teamwork
- Planning and management of a project

3. COURSE CONTENTS

The course is organized around topics such as:

- Report on research philosophy
- Study literature
- Search hardware and statistical data ,
- Defining the methodology in several case studies
- Sampling technics -types of sampling
- Determination of sample size

- Measuring ranges of qualitative and quantitative data ,
- Validity and reliability of questionnaire
- Presentation and analysis of results,
- Critical discussion and comparison of findings with other studies,
- Conclusions and suggestions for further research and analysis.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	26
	Lab Exercises	26
	Independent and Directed Learning	33
	TOTAL	150
ASSESSMENT METHODS	<p>I. Final Examination (50%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions or true/false questions - Short answer questions <p>Evaluation Objective: To understand the fundamentals of the course.</p> <p>Evaluation Criteria: Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Group Project (30%) (Summative Evaluation): Development of a research proposal Evaluation Objective: To examine students' skills. Evaluation Criteria: Completeness of the project</p> <p>III. Multiple Choice Test (10%) (Formative Evaluation) Concerns issues covered by lectures. Evaluation Objective: Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the course lectures. Evaluation Criteria: Comprehensiveness, accuracy, and critical evaluation.</p> <p>IV. Laboratory Exercise (10%) (Formative Evaluation): Concerns issues covered by laboratory lessons. Evaluation Objective: Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the laboratory lessons. Evaluation Criteria: Comprehensiveness, accuracy, and critical evaluation.</p> <p>Evaluation criteria are explicitly referred on the site of the course for each learning activity.</p>	

5. RESOURCES

Books

- Earl R. Babbie, (2016), The Practice of Social Research, 14th Edition, Chapman University, Berkeley, ISBN-10: 1305104943, ISBN-13: 9781305104945
- Yves Gagnon, (2010), The case study as a research method a practical handbook, Press de la Universite du Quebec.

Journals

- Journal of research methods and methodological issues
- Journal of research methods
- Journal of research methods and analytics