

Research Methods

Course Title	Research Methods			
Course Code	TRSH-350			
Course Type	This course serves as both Elective and Requirement, according to the program.			
	Business Bachelor		Requirement	
	All Programs		General Elective	
Level	Bachelor (1 st Cycle)			
Year / Semester	Year 4, A' Semester			
Teacher's Name	Dr Adamantini Kyriakou			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	A simple approach in data collection and analysis. The process involves empirical observations, theories, systematic analysis, measurements, study design, and an overview of the fundamental principles.			
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Examine the required research methods to plan and implement a project, from data collection through to delivery of a written report. 2. Identify and critically examine key research tools and techniques 3. Develop and propose a research methodology, recognizing the quantitative and/or qualitative elements that are generic to such methodologies. 4. Critically discuss the resource requirements of a project and how they can be met and managed. 5. Recognize and critically discuss any ethical considerations presented by a proposed project. 			
Prerequisites		Required	Junior	
Course Content	This course is about scientific enquiry. Like other systems of thought and modes of creation, science uses abstract concepts to construct images and relational descriptions of the world. The scientific process involves theoretical propositions, empirical observations and systematic analysis. Furthermore, this course we will review some of the foundations of this mode of enquiry. The course will further discuss some of the fundamental principles of scientific thinking and study design, measurement, and some techniques of data analysis.			

	<ol style="list-style-type: none"> 1. Epistemological foundations 2. The cycle of scientific method 3. Form theories to hypotheses 4. Causality 5. Levels of measurement 6. Validity and reliability 7. Sampling 8. Surveys 9. Field observation 10. In-depth interviews 11. Experiments 12. Single subject designs 13. Ethics 14. Analysis
Teaching Methodology	The course is delivered through lectures, exercises, case studies and group discussions.
Mode of delivery	Face to face.
Bibliography	Required
	<ol style="list-style-type: none"> 1. Lewis, P., Thornhill, A., (2009). <i>Research Methods for Business Students</i>, (5th ed.), Times, Prentice Hall
	Recommended
	<ol style="list-style-type: none"> 1. Johns, M. and Lee-Ross, D., (2007). <i>Research Methods in Service Industry Management</i>. 2. Cassell M. P., (2008). <i>Research Methods</i>, Cromwell Press. 3. Clark, M., Riley, M., Wilkie, E & Wood, R. C., (2008). <i>Researching and Writing Dissertations in Hospitality and Tourism</i>, London: International Thomson Business Press. 4. Graziano A. M., Raulin M. L.,(2006). <i>Research Methods</i>, (6th ed.), Allyn and Bacon. 5. Shank, G. D., (2006), <i>Qualitative research: A personal skills approach</i>, Upper Saddle River, NJ: Pearson Merrill Prentice Hall. 6. Schram, T. H., (2006). <i>Conceptualizing and proposing qualitative research</i>, Upper Saddle, River, N.J.: Pearson Merrill Prentice Hall. 7. Trochim W. M. K., & Donnelly, J.,(2008). <i>The research methods knowledge base</i>, 3rd ed., Mason, OH: Cengage.

Assessment	The following assessment methods are employed to assess this course: <table border="1" data-bbox="547 302 1398 562"><tr><td data-bbox="547 302 971 371">30 – 50 %</td><td data-bbox="979 302 1398 371">Final Exam</td></tr><tr><td data-bbox="547 376 971 445">20 – 40 %</td><td data-bbox="979 376 1398 445">Mid –Term / Tests / Quizzes</td></tr><tr><td data-bbox="547 450 971 519">10 – 30 %</td><td data-bbox="979 450 1398 519">Assignments / Projects</td></tr><tr><td data-bbox="547 524 971 562">0 – 10 %</td><td data-bbox="979 524 1398 562">Class Attendance & Participation</td></tr></table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								