

COURSE RECORD

Code	BA 321
Name	Business Research Methods
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3
Type	Compulsory
Prerequisites	BA 223
Description	This course provides a comprehensive introduction to the principles and practices of academic research within business and management disciplines. It critically examines research philosophies, methodological approaches, and ethical considerations that underpin scholarly inquiry. Students will gain proficiency in formulating research problems, conducting literature reviews, and research design using qualitative, quantitative, or mixed methods. This course will help students to develop analytical thinking, methodological rigor, and academic writing skills required for conducting independent research and evaluating existing research. This course also prepares students to engage with evidence-based decision-making in organizational contexts.
Objectives	Developing the ability to formulate coherent and researchable problems within the context of business and management disciplines. Enhancing competencies in selecting and applying appropriate qualitative, quantitative, or mixed-method research designs. Strengthening academic writing and analytical thinking skills necessary for producing and evaluating scholarly work.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Define key research terminology used in business and management studies. L02. Apply ethical principles and approval procedures to the research design. L03. Differentiate among quantitative, qualitative, and mixed methods approaches. L04. Synthesize findings from academic literature to construct a theoretical foundation. L05. Evaluate published research critically in terms of design, methodology, and contribution.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	4	4	1	0	2	2	2	1	3	2
L02	2	2	2	1	2	2	5	1	5	3
L03	3	5	2	0	2	2	3	1	4	2
L04	4	5	2	1	3	3	3	2	4	3
L05	4	5	3	1	3	3	3	2	4	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	5	3	2	2	2	3	2
L02	3	2	3	3	3	3	5
L03	5	4	3	2	3	3	3
L04	5	5	3	3	3	3	3
L05	5	5	3	3	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Basics of Research, Research problem, Variables and Hypothesis, Instrumentation, Validity and Reliability, Internal Validity	L01, L02

Philosophical distinction between qualitative and quantitative research	L02, L03
Quantitative Research Methodologies	L02, L03
Sampling, implementation and data analysis in quantitative and qualitative methods	L02, L03
Mixed Method studies	L01, L02, L03
Designing research, reviewing the literature, writing research questions and proposal	L04, L05

DERS BİLGİLERİ

Kodu	BA 321
İsmi	İşletmede Araştırma Yöntemleri
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 3
Dersin Dili	İngilizce
Tip	Zorunlu
Ön Şart	-
İçerik	Bu ders, işletme ve yönetim disiplinlerinde akademik araştırmanın ilke ve uygulamalarına kapsamlı bir giriş sunar. Bilimsel araştırmanın temelini oluşturan araştırma felsefeleri, yöntemsel yaklaşımlar ve etik ilkeler eleştirel bir bakış açısıyla incelenir. Öğrenciler; araştırma problemleri formüle etme, literatür taraması yapma ve niteliksel, niceliksel veya karma yöntemlerle araştırma tasarlama konularında yetkinlik kazanırlar. Ayrıca, bu ders; bağımsız araştırma yürütmek ve mevcut araştırmaları değerlendirmek için gerekli olan analitik düşünme, yöntemsel tutarlılık ve akademik yazım becerilerini geliştirmeye yönelik katkı sağlar. Ders aynı zamanda, öğrencileri kurumsal bağlamlarda kanıta dayalı karar verme süreçlerine hazırlamayı da amaçlamaktadır.