

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Business		
ACADEMIC UNIT	Department of Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	ΔΙΟΙΚ9	SEMESTER	spring
COURSE TITLE	RESEARCH METHODOLOGY		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	7
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised General Knowledge		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://aegeanmoodle.aegean.gr/course/view.php?id=26		

(2) LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes Research is the systematic procedure of seeking knowledge. Every research process starts with a

specific research question. The researcher, in order to answer to that question, has to formulate a research design. The primary goal of this course is to familiarize students with the basic principles of research methodology. More specifically, the aim of the course is to introduce students to the principles of research and its scientific techniques and approaches. Upon completion of the learning process the student will be able:

- To understand the basic principles of research methodology
- To explain the mission of the research, its fields of application and the techniques used
- To distinguish between quantitative and qualitative research
- To choose the appropriate research method
- To analyze qualitative and quantitative data
- To interpretate data and draw conclusions
- To write and present reports

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- ▶ Search for, analysis and synthesis of data and information, with the use of the necessary technology
- ▶ Decision-making
- ▶ Working independently
- ▶ Working in an interdisciplinary environment
- ▶ Production of new research ideas
- ▶ Production of free, creative and inductive thinking

(3) SYLLABUS

- ✓ Definition of research
- ✓ Literature review
- ✓ Formulating the research design
- ✓ Sampling techniques
- ✓ Qualitative vs Quantitative research

✓ Types of data ✓ Data analysis ✓ Writing and presenting results
--

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-Face and Distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	✓ Use of ICT in teaching (PPT presentations) ✓ Communication with students via e-mail and e-class platform ✓ Uploading course material on e-class platform	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	30
	Practice Exercises focusing on the application of methodologies and analysis of case studies	35
	Essays writing	60
	Independent study	50
	Course total (25 hours/ECTS)	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Evaluation of students and assessment of learning outcomes takes place in Greek. Evaluation is based on two written essays (30% of the total grade) and a final essay (70% of the total grade). Presentation of the final essay is mandatory in order to be evaluated. In special cases of learning difficulties, performance evaluation takes place via oral exams	

(5) ATTACHED BIBLIOGRAPHY

A) Recommended bibliography

1. Bryman, A. & Bell, E., *Business Research Methods* (Third Edition), Oxford University Press, 2011
2. Creswell, J. W. *Research design: Qualitative, quantitative and mixed methods approaches*. 5th Ed. Thousand Oaks, CA: Sage, 2018.
3. Field, A., *An Adventure in Statistics -The reality enigma*, Propobos Publ., 2021
4. Field, A., *Discovering Statistics Using IMB SPSS Statistics*, 4th edition, Sage Publications, 2013
5. Saunders, M., Lewis, P., Thornhill A., *Research Methods for Business Students*, 7th edition, Pearson, 2018

- Relevant scientific journals

6. Annals of Statistics
7. Computational Statistics & Data Analysis
8. International Statistical Review
9. International Journal of Social Research Methodology
10. Journal of Business and Economic Statistics
11. Journal of the American Statistical Association
12. Journal of the Royal Statistical Society Series B (Methodology)