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| **ABU_KKK_01-15.jpg** | **ECTS Course Description Form** |
| **PART I (Senate Approval)** |
| **Offering School**  | *Tourism Faculty* |
| **Offering Department** | *Tourism and Hotel Management* |
| **Program(s) Offered to** | *Tourism and Hotel Management* | *Must* |
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|  |  |
| **Course Code**  | *TRM 403* |
| **Course Name** | *Research Methodology* |
| **Language of Instruction** | *English* |
| **Type of Course** | *Lecture* |
| **Level of Course** | *Undergraduate* |
| **Hours per Week** | **Lecture: 3**  | **Laboratory:** | **Recitation:**  | **Practical:1** | **Studio:**  | **Other:**  |
| **ECTS Credit** | *5* |
| **Grading Mode** | *Letter Grade* |
| **Pre-requisites** |  |
| **Co-requisites** |  |
| **Registration Restriction** |  |
| **Educational Objective** | *To provide foundational skills and understanding for tourism and hospitality research*  |
| **Course Description** | *This course examines ways that research helps to solve practical industry problems in tourism and hospitality. Topics include problem identification, the logic of research, research designs, information search strategies, questionnaire development, hypothesis testing, basic statistical analysis, and research report preparation. Written and oral communication skills, as well as the use of data analysis software, will be stressed.* |
| **Learning Outcomes**  | **LO1** | *Discuss about the significant role of research in the hospitality and tourism industry* |
| **LO2** | *Describe the different stages of the research process* |
| **LO3** | *Derive research questions with the corresponding hypotheses* |
| **LO4** | *Perform data cleaning and basic research methods* |
| **LO5** | *Develop your skills as a developmental reviewer* |
| **LO6** | *Develop a research proposal* |
| **n..** |  |
| **PART II (Faculty Board Approval)** |
| **Basic Outcomes (University-wide)** | **No.** | **Program Outcomes** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English.  |  |  |  |  | *X* | *X* |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. |  |  | *X* | *X* |  | *X* |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information, follow developments in science and technology, and continually reinvent oneself. | *X* |  | *X* |  | *X* |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. |  | *X* | *X* |  |  | *X* |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | *X* |  | *X* |  |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. |  | *X* |  | *X* |  | *X* |
| **Faculty Specific Outcomes** | **PO7** |  |  |  |  |  |  |  |
| **PO8** |  |  |  |  |  |  |  |
| **PO9** |  |  |  |  |  |  |  |
| **PO10** |  |  |  |  |  |  |  |
| **PO11** |  |  |  |  |  |  |  |
| **PO12** |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | **PO13** |  |  |  |  |  |  |  |
| **PO14** |  |  |  |  |  |  |  |
| **PO15** |  |  |  |  |  |  |  |
| **PO16** |  |  |  |  |  |  |  |
| **PO17** |  |  |  |  |  |  |  |
| **PO18** |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | **PO N….** |  |  |  |  |  |  |  |
| **PART III (Department Board Approval)** |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | **Subjects** | **Week** |  | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **S1** | 1 | Introduction | A1 | A1 |  |  |  |  |
| **S2** | 2 | Research Questions | A1 | A1 | A3, A4 |  |  | A4 |
| **S3** | 3 | Information Search |  | A1 | A3 |  |  |  |
| **S4** | 4 | Literature Review | A1 | A1 | A3 |  |  | A4 |
| **S5** | 5 | Measurement & Scaling, andDesign & Data Collection |  | A1 |  |  |  | A4 |
| **S6** | 6, 12 | Reliability & Validity |  | A1 |  |  |  |  |
| **S7** | 7 | Sampling |  | A1 |  |  |  |  |
| **S8** | 8 | Basic Analytic Skills & Descriptive Analysis |  |  |  | A3 |  |  |
| **S9** | 9 | Hypothesis Testing |  |  | A1 |  |  | A4 |
| **S10** | 10 | Group Difference |  |  |  | A3 |  |  |
| **S11** | 11 | Association Analysis |  |  |  | A3 |  |  |
| **S12** | 12 | Intro to Further Analyses |  |  |  | A3 |  |  |
| **S13** | 13 | Research Proposal |  | A1 |  |  | A5 | A4 |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | *30%* | There will be 2 exams for this course. Exam dates will be shown on the tentative schedule and it can be changed according to the course schedule. | No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event. The exception is not applied to the second exam. |
| **A2** | **Quiz** | *-* | - |  |
| **A3** | **Homework** | *45%* | Each student should prepare his/her homework by himself/herself. | Points will be deduced for late submissions. |
| **A4** | **Project & Presentation** | *15%* | A project paper and a poster presentation related to research will be assigned. | Points will be deduced for the research paper late submissions. But there will be no make-up for presentation. |
| **A5** | **Report** | *4%* | A peer-review report will be assigned. | Points will be deduced for late submissions. |
| **A6** | **Attendance/ Interaction** | *6%* | - | - |
| **A7** | **Class/Lab./****Field Work** | *-* | - | - |
| **A8** | **Other** | *-* |  |  |
| **TOTAL** | **100%** |  |  |
| **Evidence of Achievement of Learning Outcomes** | Students will demonstrate learning outcomes through in-class activities, assignments, peer review, research proposal, and poster presentation. |
| **Method for Determining Letter Grade** | Students will earn the points by your performance on the following:

|  |  |  |
| --- | --- | --- |
| Exams | (2 x 100 points) | 200 points |
| In-class Activities | (3~5 x 20 points) | 60~100 points |
| Assignments | (8~10 x 20 points) | 160~200 points |
| Peer Review |  | 30 points |
| Research Proposal |  | 50 points |
| Poster Presentation |  | 50 points |
| Attendance |  | 40 points |
| Participation & Contributions |  | Bonus points |
| Total |  | Approx. 590~670 points |

The instructor reserves the right to award bonus points to students that make excellent contribution to the success of this class. These points will be awarded to person who frequently engage in the class discussion and who frequently participates in class Q&A sessions.Grade will be determined by your total points earned under the criteria below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Points | 100 | 99-90 | 89-87 | 86-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69-67 | 66-64 | 63-60 | 59-0 |
| Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 |

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| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | Lecturing and utilizing BlackBoard. Sample questions and answers to strengthen leaning, In class exams. | 13x3 = 39 |
| **2** | **Interactive Lecture** | Multiple writing/searching in-class activities require much interactions among all class members.  | 13x1 = 13 |
| **3** | **Recitation** |  | 0 |
| **4** | **Laboratory** |  | 0 |
| **5** | **Practical** |  | 0 |
| **6** | **Field Work** |  | 0 |
| ***Time expected to be allocated by student*** |
| **7** | **Project** | Each student present one’s research proposal. | 1x25 = 25 |
| **8** | **Homework** | Students require to practice and submit the report after each analysis class. Some in-class activities may turn into homework. | 15x3 = 45 |
| **9** | **Pre-class Learning of Course Material**  | Students require to read the relevant chapters before the class. | 14x1 = 14 |
| **10** | **Review of Course Material** | Students require to read the relevant chapters and academic papers after the class. | 14x1 = 14 |
| **11** | **Studio** |  | 0 |
| **12** | **Office Hour** | Each student requires to meet the instructor for his/her research proposal. | 2x1 = 2 |
| **TOTAL** | *152* |
| **IV. PART** |
| **Instructor** | **Name** |  |
| **E-mail** |  |
| **Phone Number** |  |
| **Office Number** |  |
| **Office Hours** | *TBA* |
| **Course Materials** | **Mandatory** | *- Mayo, F. B. (2014). Planning an Applied Research Project in Hospitality, Tourism, and Sports. Hoboken, NJ: Wiley. ISBN: 9781118637227**- SPSS Statistics GradPack (Standard or Premium model)* |
| **Recommended** | *- Malhotra, N. K. (2009). Marketing Research: An Applied Orientation (6th ed.). Pearson. ISBN: 9780136094234* |
| **Other** | **Scholastic Honesty** | Any student with an academically misbehavior will be expelled from the course. Details are explained in the Article 25 of Antalya International University Directive Regarding Associate and Undergraduate Degree Programs. Penalties range from failure of the assignment/test to expulsion from the university. Again, the instructor will seek for the maximum possible penalty for any violations in this matter. |
| **Students with Disabilities** |  |
| **Safety Issues**  |  |
| **Flexibility** | The instructor reserves the right to change any aspect of the course in response to the needs of the class. |