ÇANKAYA UNIVERSITY
Faculty of Economics and Administrative Sciences
Course Definition Form

Part I. Basic Course Information

Department Name	INTERNATİONAL TRADE			Dept. Numeric Code	3	3
Course Code	I N T T 3 0 9	**Number of Weekly Lecture Hours** 3	**Number of Weekly Lab/Tutorial Hours** -	**Number of Credit Hours**	3	
Course Web Site	http:// ıntt.cankaya.edu.tr		ECTS Credit	0	5	

Course Name and Other Course Information
This information will appear in the printed catalogs and on the web online catalog.

English Name	International Business Research Methods
Turkish Name	Uluslararası İşletmecilikte Araştırma Yöntemleri
Mode of Delivery	Lecture
Language of Instruction	English

Course Description
Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog.
Maximum 60 words.

course covers an overview on international business research methods which includes international business information and decision support systems, secondary data collection, qualitative research, sources of secondary data and qualitative data analysis, primary data and data collecting techniques, measurement, comparative and non-comparative scaling, sampling and sample size determination, questionnaire design, using SPSS in some statistical techniques and writing business reports.

Prerequisites (if any) *Give course codes and check all that are applicable.*	1st	2nd	3rd	4th
	☐ Consent of the Instructor	☐ Senior Standing	☐ Give others, if any.	
Co-requisites (if any)	1st	2nd	3rd	4th
Course Type *Check all that are applicable*	■ Must course for dept.	☐ Must course for other dept.(s)	☐ Elective course for dept.	☐ Elective course for other dept.(s)

Part II. Detailed Course Information

Course Objectives
Maximum 100 words.
The main purpose of teaching this course is to teach the students how to conduct a research in international business field, how many research types there are, how to apply international research methods, what does it mean secondary and primary data, how many stages a research process has, how can prepare survey and observation questionnaire, what does it mean sampling and where should be used, how hypothesis can be designed, how SPSS package program can be used, How many statistical methods can be used in interpreting the findings? How to write an international business report?

Learning Outcomes
Explain the learning outcomes of the course. Maximum 10 items.

The learning outcome of this course is:
1. Elementary information in how to design an international research plan or proposal
2. Basic information about scientific international business research sources.
3. How to reach secondary data and get benefit of it?
4. What does it mean primary data, qualitative and quantitative data
5. Preparing a questionnaire and conducting survey methods to collect original data
6. Using hypothesis testing, Chi-Square, regression, correlation and variance analysis to solve business problems.
7. Using statistical package program such as SPSS
8. Writing an international business report or essay

Textbook(s)
List the textbook(s), if any, and other related main course material.

Author(s)	Title	Publisher	Publication Year	ISBN
Zıkmund, Babin Carr, Griffin	Business Research Methods	South-Western CENGAGE	2013	978 1-111-82694-9
Duane Davis	Business Research for Decision Making	Thomson Books/Cole	2009	0-534-40482-0
Singleton, Bruce, Straıts	Approuches to Social Research	Oxford University Press	2009	978-0195372984

Reference Books
List, if any, other reference books to be used as supplementary material.

Author(s)	Title	Publisher	Publication Year	ISBN

Teaching Policy
Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)
Teaching method is based upon lectures given by instructor. A short research paper will be written by each student as a course assignment.

Laboratory/Studio Work
Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory/studio work and list the names of the laboratories/studios in which these sessions will be conducted.

Computer Usage
Briefly describe the computer usage and the hardware/software requirements for the course.

Course Outline
List the weekly topics to be covered.

Week	Topic(s)
1	An Introduction to Business Research Methods
2	Business Information and Decision Support System
3	Secondary data collection
4	Qualitative Research
5	Sources of Secondary Data and Qualitative Data Analysis
6	Primary Data and Data Collecting Techniques+ Measurement and Comparative and Non-comparative Scaling
7	Mid-term Exam
8	Questionnaire Design
9	Sampling and Sample Size Determination
10	Fieldwork and Data preparation
11	Frequency Distribution, Cross Tabulation, Chi-Square Analysis
12	Using Hypothesis Testing in Business Research
13	Using Regression, Correlation and Varians Analysis in Business Research
14	Steps of writing an international research paper

Grading Policy
List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Mid-Term Exam	1	40	Mid-Term Exam					
Assignment	1	10	Assignment					
Final Exam	1	50	Final Exam					

ECTS Workload
List all the activities considered under the ECTS.

Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (*weekly basis*)	1	3	3
Attending Labs/Recitations (*weekly basis*)			
Compilation and finalization of course/lecture notes (*weekly basis*)	1	8	8
Collection and selection of relevant material (*once*)	1	8	8
Self study of relevant material (*weekly basis*)	1	8	8
Take-home assignments	2	20	40
Preparation for quizzes	1	25	25

Preparation for mid-term exams (*including the duration of the exams*)			
Preparation of term paper/case-study report (*including oral presentation*)			
Preparation of term project/field study report (*including oral presentation*)			
Preparation for final exam (*including the duration of the exam*)	1	40	40
TOTAL WORKLOAD **/** 25			132/25=5,28
ECTS Credit			**5**

Program Qualifications vs. Learning Outcomes *Consider the program qualifications given below as determined in terms of learning outcomes and acquisition of capabilities for all the courses in the curriculum. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.*						
No	**Program Qualifications**	**Contribution**
		0	**1**	**2**	**3**	**4**
1	Be able to understand the relationships of several aspects of doing business globally within an interdisciplinary approach.					X
2	Have necessary and sufficient knowledge as well as the analytical ability to evaluate his/her knowledge and information in his/her field.					X
3	Be able to adapt to rapidly changing global business environment and be open to new ideas and business practices.				X	
4	Have necessary skills required to implement his/her knowledge in real life situations and to develop an effective problem solving and decision making capabilities.					X
5	Have the sufficient technical knowledge and the ability to improve his/her professional qualifications.				X	
6	Be able to understand and evaluate the problems in his/her field and to discuss and express his/her opinions clearly.					X
7	Be able to understand the obstacles he/she faces in his/her field and to criticize them within an analytical point of view.				X	
8	Be able to propose possible solutions to problems faced within both national and international arena with an understanding of the importance of life-long learning and social responsibilities.				X	
9	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.					X
10	Be able to learn the second foreign language, if taken, at least in the European Language Portfolio B1 General Level					X
11	Be able to work both independently and as a team member to solve problems in his/her field.					X
12	Develop effective communication skills.					X

Scale for contribution to a qualification: **0**-none, **1**-little, **2**-moderate, **3**-considerable, **4**-highest