

COURSE OUTLINE: RESEARCH METHODS

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OA123	SEMESTER	7th (All Majors)
COURSE TITLE	RESEARCH METHODS		
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
		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	SKILLS DEVELOPMENT		
PREREQUISITE COURSES:	NO (However, the course is a prerequisite for undertaking the undergraduate thesis)		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://www.econ.uth.gr/		

LEARNING OUTCOMES

Learning outcomes

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.

Consult Appendix A

- *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*

Upon completion of the course students will be able to:

- Understand and analyze the factors that form the methodological framework for designing and conducting a research process
- Design and implement empirical studies to investigate demand, consumption, trends or policies for a potential tourist or investment area
- Develop a framework for locating and structuring research sources/data (primary or secondary) for use in research justification and analysis
- Adequately produce a research paper
- Analyze and interpret results using statistical analysis methods

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?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and

sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- Search for, analysis and synthesis of data and information,
- with the use of the necessary technology
- Working independently
- Team work
- Working in an international environment
- Working in an interdisciplinary environment
- Production of new research ideas

SYLLABUS

This course's main objective is to present and analyze the full theoretical and empirical framework for designing and conducting scientific research. The starting point is defining the research process as the basis for development and advancement of science both theoretically and empirically. Within the course students engage deeply with the research topic, participate in research practices and evaluate research results using specific tools and both primary and secondary data. To achieve this goal the course uses various applications and multiple case studies.

Specifically the course covers:

1. Definition of the research process and different forms of research
2. Development of key parameters in designing a research approach

3. Design, development and implementation of the research process 4. Subjects, respondents and potential markets in a study 5. Types and particularities of research approaches 6. Research methods 7. Ways, means and tools for implementing scientific research 8. Finding and analysing data (primary and secondary) 9. Questionnaires: usefulness and design 10. Statistical analysis (Factor Analysis, Cluster Analysis) 11. Presentation I: Preparing a research paper 12. Presentation II: Preparing a research article 13. Evaluation of results 14. Case studies
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TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face to face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of the e-class electronic platform for posting: (a) lecture materials, (b) announcements, (c) exercises, case studies, and relevant articles. - Utilization of electronic media for lecture presentations (PowerPoint).	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. 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. 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	39
	Study and analysis of bibliography	93
	Essay writing	40
	Meetings and examination of essay progress	6
	Exams	2
	Course total	180
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive,</i>	The course final grade is determined as follows: a) Written examinations at the end of the semester — 60% of the final grade — in Greek; essay, analysis and critical thinking questions. b) Scientific research paper — 30% of the final grade. The paper should be 7,000–9,000	

<i>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>	words, individual or 2–3 students, based primarily on international peer-reviewed literature. c) Progress meetings — 10% of the final grade. Progress meetings: 1st meeting • Structure of the paper • Core bibliography and articles • Guidance on questionnaire design (if relevant) • Division of tasks among team members • Guidance on finding scholarly work (journal publications & working papers) in international databases 2nd meeting • Submission of the first draft for comments and feedback • Evaluation of bibliography and articles • Identification of any problems • Recommendations (where appropriate) Erasmus students follow the same assessment methods, but instruction and assessment are conducted in English.
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ATTACHED BIBLIOGRAPHY

- Δημητρόπουλος, Ε. (2009) *Εισαγωγή στην Μεθοδολογία της Επιστημονικής Έρευνας*, 3^η έκδοση, Εκδ. ΕΛΛΗΝ, Αθήνα
- Σταθακόπουλος, Β. (2005) *Μέθοδοι Έρευνας Αγοράς*, Εκδ. ΑΘ. ΣΤΑΜΟΥΛΗ, Αθήνα
- Καλτσούνη, Ν-Χ. (2006) *Μεθοδολογία Εμπειρικής Έρευνας στις Κοινωνικές Επιστήμες*, Gutenberg, Αθήνα
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- Hesse - Bider N.S. (2022) *Μεικτές Μέθοδοι Έρευνας*, εκδ. Gutenberg, Αθήνα
- Quinlan Ch., Babin B., Carr J., Griffin M. and Zikmund W.G. (2017) *Μέθοδοι Επιχειρηματικής Έρευνας*, Broken Hill, eds