

COURSE OUTLINE [RESEARCH METHODOLOGY]

(1) GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	DE0380	SEMESTER	A
COURSE TITLE	RESEARCH METHODOLOGY		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
Lectures (5)	3	-	
COURSE TYPE	General Background		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://openeclass.uom.gr/courses/MBA109/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>KNOWLEDGE:</p> <ul style="list-style-type: none"> To have increased specialized knowledge in Research Methodology (RM) that includes sufficient elements from cutting-edge scientific developments and constitutes the basis for original thinking, research and professional activity. Demonstrate critical understanding of RM principles, theories, methodologies and practices. <p>SKILLS:</p> <ul style="list-style-type: none"> To fluently apply RM theories and methodologies in their research, studies and work in a critical and creative way. To apply with originality the acquired knowledge in the research, analysis and development of innovative solutions to complex, interdisciplinary and pioneering issues. To be able to evaluate, interpret and promote modern scientific research and studies related to the field of RM. <p>ABILITIES:</p> <ul style="list-style-type: none"> To continue to autonomously develop their knowledge and skills at a high level. Solve problems and make strategic decisions based on inductive thinking.
General Competences
<ul style="list-style-type: none"> Search, analysis and synthesis of data and information, using the necessary technologies Decision making Autonomous work Teamwork Project planning and management Promotion of free, creative and inductive thinking

(3) SYLLABUS

Five (5) interactive lectures are held. Each lecture focuses on a topic from Research Methodology. In particular, the distribution of the course content per teaching week is described as follows:

WEEK 1: Research Management and Presentation (Introduction, Literature review, Development of research hypotheses, Operational model, Questionnaire construction, Data collection, Statistical analysis, Discussion, Conclusions)

WEEK 2: Data Processing with SPSS (Coding, Data Entry, Files, Data Descriptors, Frequency Distributions, Plotting, Hypothesis Testing, ANOVA, Non-parametric Tests, Correlation Coefficients, Introduction to Regression, Examples)

WEEK 3: Sampling and Sample Size (Basic Definitions, Sampling, Sampling Methods, Probability Sampling Methods, Non-Probability Sample Size Methods, Experimental Designs, Collecting Primary Data with Questionnaires, Recording and Reliability, Sample Methods, Scaling Methods, Experimental Designs)

WEEK 4: CASE STUDIES and Qualitative Studies (Case Studies, Key Concepts, Information Modules, SWOT Analysis, PEST Analysis, Case Study Design, Activities, Qualitative Research, Literature Review, Review Strategy, Article and Journal Databases, Article Locating Results, Data Collection through Interviews, Interview Process)

WEEK 5: Summary of Research (Multicollinearity, Regressions, Factor analysis – exploratory & confirmatory, Common method bias, Principal components, Summary of research – mediation & differentiation, Presentation of findings).

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face to face.	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • SPSS is used in the lab with real data. • Power Point is used in teaching and email and Open Class are used in communication. • All slides used in each lecture are posted in the eclass of the course. • All case studies used in the lectures are posted in the course eclass. • Important articles accompanying the lectures are posted on the course eclass. 	
TEACHING METHODS	Activity	Semester workload
	Lectures (5x(3+3))	30
	Case studies (5x3)	15
	Literature Study & Analysis (3x3)	15
	Formatting a Research Proposal according to a Template (FORMA) (1x20)	20
	Course total	80 hours

STUDENT PERFORMANCE EVALUATION	<p>The student is evaluated as follows:</p> <ul style="list-style-type: none"> • FORMA (weight 100%): Within 15 days after the last course, students submit in paper form the formulation of a research proposal. • The assignment is graded as PASS or FAIL.
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(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Γαρδέλλης, Χ. (2006) Ανάλυση δεδομένων με το SPSS for Windows. Αθήνα: Εκδόσεις Παπαζήση.
- Δημητριάδη, Ζ.Σ. (2000) *Μεθοδολογία Επιχειρηματικής Έρευνας*. Αθήνα: Interbooks.
- Emory, W.C. and Cooper, D.R. (1991) *Business research methods*. Homewood, Ill.: Irwin.
- Frankfort-Nachmias, C. and Nachmias, D. (1996) *Research methods in the social sciences*. 5th ed. New York: St. Martin's Press.
- Jackson, W. (1995) *Methods: Doing social research*. Scarborough: Prentice Hall Canada.
- Saunders, M., Lewis, P. and Thornhill, A. (2003) *Research methods for business students*. 3rd ed. Harlow: Prentice Hall.
- Sekaran, U. (1992) *Research methods for business: A skill building approach*. 2nd ed. New York: John Wiley.
- SPSS INC. (2007) *SPSS Base 16.0 User's Guide*. Chicago: SPSS Inc.
- Ζαφειρόπουλος, Κ. (2005) *Πώς γίνεται μια επιστημονική εργασία; Επιστημονική έρευνα και συγγραφή εργασιών*. Αθήνα: Εκδόσεις Κριτική.

- Related academic journals:

- Organizational Research Methods – SAGE Journal
- Electronic Journal of Business Research Methods
- Journal of Business Research
- Review of Business Research
- Journal of Applied Business Research
- International Journal of Social Research Methodology
- International Journal of Methodology