

İŞL903 - FIELD STUDIES - Sosyal Bilimler Enstitüsü - İşletme Ana Bilim Dalı

General Info

Objectives of the Course

The aim of this course is to provide the necessary information on literature review regarding thesis work, to understand the results of social research and to teach quantitative and qualitative research methods. To provide experience transfer to students in the thesis phase.

Course Contents

This course is structured to assist students in designing and conducting a social research project.

Recommended or Required Reading

All books on research methods in social sciences and books on the field of marketing.

Planned Learning Activities and Teaching Methods

Lecture, discussion, question and answer.

Recommended Optional Programme Components

Within the scope of the course, students are encouraged to follow current academic studies in their field, develop individual and group projects, and act in accordance with academic ethical rules.

Instructor's Assistants

There is no assistant teaching staff.

Presentation Of Course

Face-to-face

Dersi Veren Öğretim Elemanları

Prof. Dr. Suzan Çoban Assoc. Prof. Dr. Ceylan Bozpolat Assoc. Prof. Dr. Burcu Gülsevil Belber Prof. Dr. Şevki Özgener

Program Outcomes

1. Needing information and being able to access the information he/she is looking for.
2. Ability to convey current developments on the thesis topic and own work in written, oral and visual form.
3. To be able to evaluate and use the information acquired on the thesis topic at an expert level.
4. Ability to observe scientific and ethical values in the collection, evaluation and publication of data related to the thesis topic.

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Literature review to determine the thesis topic, YOK thesis review and preparation to indicate one's own tendency.		Lecture, discussion, question and answer.	Determining the research topic.	
2	Literature review to determine the thesis topic, YOK thesis review and preparation to indicate one's own tendency.		Lecture, discussion, question and answer.	Determining the research topic.	
3	Students should look at books on research methods and the topics on footnote display and bibliography organization in the Institute's Thesis Writing Guide.		Lecture, discussion, question and answer.	Footnotes and source references.	
4	Before coming to the interview, make preliminary preparations regarding the current status of the research project.		Lecture, discussion, question and answer.	Reviewing scientific literature and planning a thesis study.	
5	Before coming to the interview, make preliminary preparations regarding the current status of the research project.		Lecture, discussion, question and answer.	Reviewing scientific literature and planning a thesis study.	
6	Before coming to the interview, make preliminary preparations regarding the current status of the research project.		Lecture, discussion, question and answer.	Creating a model, establishing a hypothesis and determining the sampling method to be used	
7	Before coming to the interview, make preliminary preparations regarding the current status of the research project.		Lecture, discussion, question and answer.	Data collection, database use	
8	Before coming to the interview, make preliminary preparations regarding the current status of the research project.		Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
9	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
10	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
11	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
12	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
13	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
14	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
15	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
16	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
17	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
18	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
19	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	
20	Before coming to the interview, make preliminary preparations regarding the current status of the research project.	Lecture, discussion, question and answer.	Discussing the stages that the student has reached regarding his/her thesis topic and making suggestions to the student about his/her work.	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Ders Öncesi Bireysel Çalışma	15	3,00
Ders Sonrası Bireysel Çalışma	15	3,00
Teorik Ders Anlatım	14	3,00
Rapor	17	2,00

Activities	Weight (%)																			
Final	100,00																			

İşletme Ana Bilim Dalı / Üretim Yönetimi ve Pazarlama (Doktora) X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20
L.O. 1	4	4					4	4	4	4	4	4	4							
L.O. 2	4	4					4	4	4	4	4	4	4							
L.O. 3	4	4					4	4	4	4	4	4	4							
L.O. 4	4	4					4	4	4	4	4	4	4							

Table :

- P.O. 1 :** By adding current and advanced production management and marketing knowledge to the knowledge and experience they have acquired in their previous education processes, they grasp all aspects of production management and marketing sciences and deepen their knowledge to a level that can bring innovation to this field.
- P.O. 2 :** Demonstrates a strong command of current issues in Production Management and Marketing and keeps abreast of current developments in these fields.
- P.O. 3 :** Strengthens their knowledge in areas such as production management and strategic marketing management, knows the issues related to the development and implementation of different strategies and improves themselves in these areas.
- P.O. 4 :** Develops knowledge in the field of global marketing; recognizes global markets based on legal, political, geographical, and cultural differences, and learns how to organize international marketing activities and conduct foreign trade transactions accordingly.
- P.O. 5 :** Learn the subject of consumer behavior, handle the issues related to consumer behavior particularly with marketing discipline, and generally with various disciplines such as psychology, sociology and economics, have good knowledge to improve the existing models of consumer behavior or develop new ones.
- P.O. 6 :** Learns qualitative and quantitative research methods, conducts analyses using these methods with the aid of statistical software, and is able to draw inferences from and interpret the findings.
- P.O. 7 :** Understands the interaction of Production Management and Marketing with other fields within the Business Administration discipline as well as with different academic disciplines; evaluates diverse topics from new perspectives and develops the ability to generate original knowledge through analysis and synthesis techniques.
- P.O. 8 :** Approaches new information in the field of Production Management and Marketing in a systematic manner and acquires a high level of skill in research methods related to the field.
- P.O. 9 :** Introduces innovations to the fields of Production Management and Marketing, develops new scientific methods, or applies established methods to different fields.
- P.O. 10 :** Can understand new, different and/or complex issues, design an original studies and investigate them
- P.O. 11 :** Have knowledge which is up to date, follow national and international literature closely and develop themselves not only in the marketing field, but also in the other social issues.
- P.O. 12 :** Contributes to the national and international literature by producing original scientific studies in the fields of Production Management and Marketing.
- P.O. 13 :** Publishes scientific research in national and international journals, presents papers at national and international conferences, and actively participates in scholarly discussions.
- P.O. 14 :** As a qualified researcher and aspiring academic, learns to critically evaluate newly acquired knowledge, emerging developments in the fields of Production Management and Marketing, and other relevant topics, while developing inquisitive and exploratory skills.
- P.O. 15 :** Establishes and develops good relationships with academics and public and private sector representatives working in Production Management and Marketing sciences and related fields, and can work in disciplinary and interdisciplinary teams.
- P.O. 16 :** Communicates effectively with colleagues at an advanced level in written, oral, and visual forms in at least one foreign language and participates in academic discussions.

- P.O. 17 :** Follow the scientific, technological, social and cultural developments in an academic and professional way and contribute to the relevant issues and processes.
- P.O. 18 :** Identifies social, scientific, managerial, and ethical issues encountered in the fields of Production Management and Marketing and in business life, develops solutions to these issues, and contributes to the advancement of values related to these issues.
- P.O. 19 :** Writes an original doctoral dissertation in the fields of Production Management and Marketing that is recognized at both national and international levels, and becomes a successful PhD graduate and a strong candidate for an academic career in Marketing.
- P.O. 20 :** Beyond an academic career, graduates can pursue employment in marketing-related positions in the public and private sectors based on the knowledge and expertise they have acquired, and can establish their own research and/or consulting firms by leveraging their strong research skills.
- L.O. 1 :** Needing information and being able to access the information he/she is looking for.
- L.O. 2 :** Ability to convey current developments on the thesis topic and own work in written, oral and visual form.
- L.O. 3 :** To be able to evaluate and use the information acquired on the thesis topic at an expert level.
- L.O. 4 :** Ability to observe scientific and ethical values in the collection, evaluation and publication of data related to the thesis topic.