

İndirilme Tarihi

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GDT 221 - RESEARCH METHODS AND TECHNIQUES - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Dış Ticaret Bölümü

General Info

Objectives of the Course

At the end of this course student are expected to analyse research methods including: scientific method, literature review, sampling, statistics, research design and analytical technique. Also produce marketing research and reports.

Course Contents

Scientific research processes, Scientific research methods, Stages of scientific research, Sources and literature review, Data collection and evaluation, Reporting, Foreign Market Analysis, Foreign Market Research, Foreign Market Selection, Supports to Foreign Market Researches.

Recommended or Required Reading

Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. Rauf Arıkan R.,(2013). Araştırma Yöntem ve Teknikleri, 2. Baskı, İstanbul, Nobel Yayınevi

Planned Learning Activities and Teaching Methods

Lecturing, in-class discussion

Recommended Optional Programme Components

Further readings in the field

Instructor's Assistants

HACI İSA ERTAY

Presentation Of Course

Face To Face

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Nejdett Özberk

Program Outcomes

1. Can analyse a scientific topic.
2. Can review related literature
3. Can design a scientific research.
4. Can present foreign trade-related information in written reports

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.3-5..	Lecture, in-class activities, discussion	Basic concepts in scientific research	
2	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.13-20.	Lecture, in-class activities, discussion	Scientific research processess	
3	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.21-27.	Lecture, in-class activities, discussion	Scientific research methods	
4	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.33-38.	Lecture, in-class activities, discussion	Stages of scientific research	
5	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.38-58.	Lecture, in-class activities, discussion	Sources and literature review	
6	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.67-76-	Lecture, in-class activities, discussion	Data collection and evaluation	
7	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.76-80.	Lecture, in-class activities, discussion	Reporting	
8			Midterm exam	
9	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s. 80-91.	Lecture, in-class activities, discussion	Foreign Market Analysis 1.Geographical Factors Country, state, region, Time zones, Urban/rural location logistical considerations and distribution channels	
10	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s. 91-97.	Lecture, in-class activities, discussion	Foreign Market Analysis2.Economic, Political, and Legal Environmental Factors Regulations including quarantine, Labelling standards, Standards and consumer protection rules, Duties and taxes	
11	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s. 97-105.	Lecture, in-class activities, discussion	Foreign Market Analysis 3.Demographic Factors, Age and gender, Income and family structure, Occupation, Cultural beliefs, Major competitors, Similar products, Key brands.	
12	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s. 97-105.	Lecture, in-class activities, discussion	Foreign Market Research 4.Market Characteristics Market size, domestic Agents,distributors and suppliers.	
13	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s. 109-114.	Lecture, in-class activities, discussion	Foreign Market Selection: Gathering Information and Analysis,	
14	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.114-122.	Lecture, in-class activities, discussion	Foreign Market Selection: Entry	
15	Zeki Kaya ve Mehmet Şahin (2013) Meslek Yüksekokulları İçin Araştırma Yöntem ve Teknikleri, Konya: Eğitim Yayınevi. s.129-157.	Lecture, in-class activities, discussion	Supports to Foreign Market Researches	

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	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
L.O. 1								1								
L.O. 2		2														
L.O. 3									3			2				
L.O. 4				4												

Table :

- P.O. 1 :** Graduates of the Foreign Trade Program will be able to: Apply basic concepts and skills of foreign trade, economics, business administration, marketing, customs procedures, and accounting techniques.
- P.O. 2 :** Identify problems related to foreign trade, evaluate alternative solutions, and reach logical conclusions based on analytical reasoning.
- P.O. 3 :** Conduct foreign trade transactions, including import and export operations.
- P.O. 4 :** Organize foreign trade-related information and present it effectively in written form.
- P.O. 5 :** Evaluate customs union agreements, customs legislation, foreign exchange regulations, and import-export legislation.
- P.O. 6 :** Apply foreign trade accounting and finance concepts and practices in business environments.
- P.O. 7 :** Demonstrate knowledge of the fundamentals of law, foreign trade, public relations, total quality management, and entrepreneurship, and act in accordance with professional and social ethical values.
- P.O. 8 :** Appraise the significance of Atatürk's Principles and Reforms.
- P.O. 9 :** Use basic communication and information technologies in accordance with computer software that is required by the department at least European Computer Operating Licence basic level.
- P.O. 10 :** Communicate acquired knowledge, skills, opinions, and recommendations related to foreign trade effectively in both written and oral forms to relevant stakeholders.
- P.O. 11 :** Possess foreign language skills at A2 level of the European Language Portfolio, sufficient to follow professional developments and communicate with colleagues.
- P.O. 12 :** Use written and oral communication skills related to foreign trade in both Turkish and English.
- P.O. 13 :** Express ideas clearly and effectively in both written and oral forms.
- P.O. 14 :** Analyze data and information obtained from international marketing research.
- P.O. 15 :** Identify relationships among key economic variables.
- P.O. 16 :** Demonstrate awareness of humanitarian, social, and economic issues, including migration, disasters, disabilities, and the challenges faced by disadvantaged groups.
- L.O. 1 :** Can analyse a scientific topic.
- L.O. 2 :** Can review related literature
- L.O. 3 :** Can design a scientific research.
- L.O. 4 :** Can present foreign trade-related information in written reports