

GMS504 - ADVANCED RESEARCH METHODS - Turizm Araştırmaları Enstitüsü - Gastronomi ve Mutfak Sanatları Ana Bilim Dalı

General Info

Objectives of the Course

Using statistical package program to analyze data and reporting the results. Students conduct survey research to learn research analysis techniques. Introducing the necessary tools to implement statistical methods and develop further the understanding of assumptions and limitations.

Course Contents

Basic Content of Statistics. Subject of statistics and basic concepts: unit, population and variable; definition and kinds of variables, scaling of variables and determination of scales. Collecting the data methods. Questionnaire survey method. Sampling. Introducing the statistical package program. Data entry, data definition. Graph and table introducing. Confidence intervals. Hypothesis tests. Correlation coefficient. Chi-square analysis. ANOVA. Regression Analysis.

Recommended or Required Reading

1. Gürbüz, S., & Şahin, F. (2014). Sosyal bilimlerde araştırma yöntemleri. Ankara: Seçkin Yayıncılık. 2. Coşkun, R., Altunışık, R. ve Yıldırım, E. (2019). Sosyal Bilimlerde Araştırma Yöntemleri. Sakarya: Sakarya Yayıncılık. 3. Nakip, M. (2003). Pazarlama Araştırmaları: Teknikler ve SPSS Destekli Uygulamalar. İstanbul: Seçkin Yayıncılık. 4. Kurtuluş, K. (2004). Pazarlama Araştırmaları (8. Bas.). İstanbul: Literatür Yayıncılık. 5. Karagöz, Y. (2018). SPSS ve AMOS Uygulamalı Bilimsel Araştırma Yöntemleri ve Yayın Etiği, Ankara: Nobel Akademik Yayıncılık. 6. Karagöz, Y. (2016). SPSS - AMOS - META Uygulamalı İstatistiksel Analizler, Ankara: Nobel Akademik Yayıncılık. 7. Ural A. ve Kılıç, İ. (2013). Bilimsel Araştırma Süreci ve SPSS ile Veri Analizi. 8. Alpar, R. (2020). Uygulamalı İstatistik ve Geçerlik Güvenirlik, Ankara: Detay Yayıncılık. 9. İslamoğlu, A.H. ve Alnıaçık, Ü. (2016) Sosyal Bilimlerde Araştırma Yöntemleri. Beta Basım Yayım, İstanbul. 10. Hair, J. D., Anderson, R. E., Tatham, R. L. ve Black, W. C., (2010). Multivariate Data Analysis (7th Ed.). New Jersey: Pearson Education, Inc.

Planned Learning Activities and Teaching Methods

Lecturing. Question and answer. Problem solving method. Computer application.

Recommended Optional Programme Components

A statistical analysis program will be used in the course. Therefore, a computer and a projection device are required for course aids and materials.

Instructor's Assistants

Arş. Gör. Rümeyza UNAT

Presentation Of Course

The course is taught face-to-face in a classroom.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Duygu Eren Assoc. Prof. Dr. Eda Özgül Katlav

Program Outcomes

1. Knows the place and importance of statistics and statistics in the field of social sciences.
2. Learns data analysis using statistical package programs in research.
3. Perform statistical analysis and interpret the results

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	1. Gürbüz, S. and Şahin F. (2018) Between 123-138 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Chapter 6 of Research Methods in Social Sciences (pages 155-170), 3. İslamoğlu A.H. and Alnıaçık, Ü. (2016). Chapter 5 of the book Research Methods in Social Sciences (pages 193-207), 4. Nakip, M. (2003). Chapter 4 of the book Marketing Research (pages 175-220). 5. Ural, A. and Kılıç, İ. (2013) Chapter 2 of the book Scientific Research Methods (between 29-44 pages). 6. Alpar R. (2014). Between pages 17-24 of the book Applied Statistics		Lecture method. Question and answer. Problem solving method. Computer application.	Introduction to Statistics and Basic Content of Statistics (Theoretical and Applied Statistics, Population and Sample).	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
2	1. Gürbüz, S. and Şahin F. (2018) 77-83 pages and 143- 167 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Chapter 5 (pages 133-150) and pages 26-30 of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alnıaçık, Ü. (2016). Between pages 36-37 and 164-184 of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Pages 97-124 of the book Marketing Research. 5. Ural, A. and Kılıç, İ. (2013) Chapter 4 (between pages 69-77) of the book Scientific Research Methods. 6. Alpar R. (2014). Between pages 27-31 of the book Applied Statistics		Lecture method. Question and answer. Problem solving method. Computer application.	Basic Concepts of Statistics (Measurement and Rating, Variable, Series)	
3	1. Gürbüz, S. ve Şahin F. (2018) Sosyal Bilimlerde Araştırma Yöntemleri kitabının 201- 218 sayfaları ile 219-221 sayfaları arası, 2. Coşkun, R., Altunışık, R. ve Yıldırım E. (2019). Sosyal Bilimlerde Araştırma Yöntemleri kitabının 5. bölümü (133-150 sayfaları arası) ile 178-201 sayfaları arası, 3. İslamoğlu A.H. ve Alnıaçık, Ü. (2016). Sosyal Bilimlerde Araştırma Yöntemleri kitabının 237-282 sayfaları arası, 4. Nakip, M. (2003). Pazarlama Araştırmaları kitabının 228-234 sayfaları arası. 5. Ural, A. ve Kılıç, İ. (2013) Bilimsel Araştırma Yöntemleri kitabının 4. bölümü (78-79 sayfaları arası).		Lecture method. Question and answer. Problem solving method. Computer application.	Data Preparation	
4	1. Gürbüz, S. and Şahin F. (2018) 208- 218 pages of the book Research Methods in Social Sciences, 2. İslamoğlu A.H. and Alnıaçık, Ü. (2016). Between 238- 287 pages of the book Research Methods in Social Sciences, 3. Nakip, M. (2003). Pages 236-237 of the book Marketing Research. 4. Ural, A. and Kılıç, İ. (2013) Chapter 4 of the book Scientific Research Methods (pages 173 to 188). 5. Alpar R. (2014). Between 77-88 pages of the book Applied Statistics		Lecture method. Question and answer. Problem solving method. Computer application.	Pre-Analysis Procedures (Measures of Central Tendency)	
5	1. Gürbüz, S. and Şahin F. (2018) 208- 218 pages of the book Research Methods in Social Sciences, 2. İslamoğlu A.H. and Alnıaçık, Ü. (2016). Between 238- 287 pages of the book Research Methods in Social Sciences, 3. Nakip, M. (2003). Pages 236-237 of the book Marketing Research. 4. Ural, A. and Kılıç, İ. (2013) Chapter 4 of the book Scientific Research Methods (pages 173 to 188). 5. Alpar R. (2014). Between 89-98 pages of the book Applied Statistics		Lecture method. Question and answer. Problem solving method. Computer application.	Pre-Analysis Procedures (Measures of Variability)	
6	1. Gürbüz, S. and Şahin F. (2018) 208- 218 pages of the book Research Methods in Social Sciences, 2. İslamoğlu A.H. and Alnıaçık, Ü. (2016). Between pages 238- 287 and 273-278 of the book Research Methods in Social Sciences, 3. Nakip, M. (2003). Pages 236-237 of the book Marketing Research. 4. Ural, A. and Kılıç, İ. (2013) Chapter 4 of the book Scientific Research Methods (pages 173 to 188). 5. Alpar R. (2014). Between pages 99-102 and pages 141- 162 of the book Applied Statistics.		Lecture method. Question and answer. Problem solving method. Computer application.	Pre-Analysis Procedures (Measures of Dispersion)	
7	1. Gürbüz, S. and Şahin F. (2018) Chapter 8 (pages 201- 222) of Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Between 263-383 pages of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alnıaçık, Ü. (2016). 237-259 pages of the book Research Methods in Social Sciences, 4. Ural, A. and Kılıç, İ. (2013) 111-171 pages of Scientific Research Methods book).		Lecture method. Question and answer. Problem solving method. Computer application.	Variable Definition and Data Entry to Statistics Package Programme	
8				Midterm Exam	
9	1. Gürbüz, S. and Şahin F. (2018) 225- 229 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Pages 202 to 208 of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alnıaçık, Ü. (2016). Between 273- 282 pages of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Between pages 245-250 of the book Marketing Research. 5. Alpar R. (2014). Pages 191 to 204 of the book Applied Statistics		Lecture method. Question and answer. Problem solving method. Computer application.	Hypothesis Testing Process	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
10	1. Gürbüz, S. and Şahin F. (2018) 229- 242 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). 211- 230 pages of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alniaçık, Ü. (2016). Between 301- 348 pages of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Between 250-260 pages of the book Marketing Research. 5. Ural, A. and Kılıç, İ. (2013) Chapters 10 and 11 of the book Scientific Research Methods (between 191 and 240 pages). 6. Alpar R. (2014). 211- 216, 226- 230, 255-268, 275- 279 pages of the book Applied Statistics.		Lecture method. Question and answer. Problem solving method. Computer application.	Parametric Tests	
11	1. Gürbüz, S. and Şahin F. (2018) 242- 256 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). 237- 243 pages of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alniaçık, Ü. (2016). Between 458- 473 pages of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Between 260- 277 pages of the book Marketing Research. 5. Ural, A. and Kılıç, İ. (2013) Chapter 13 of the book Scientific Research Methods (pages 253- 271). 6. Alpar R. (2014). Pages 216- 225, 237- 249, 268- 274, 285- 293 of the book Applied Statistics.		Lecture method. Question and answer. Problem solving method. Computer application.	Nonparametric tests	
12	1. Gürbüz, S. and Şahin F. (2018) 317-322 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Pages 295- 328 of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alniaçık, Ü. (2016). Between 415-428 pages of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Between 403- 417 pages of the book Marketing Research. 5. Ural, A. and Kılıç, İ. (2013). 275- 280 pages of the book Scientific Research Methods. 6. Alpar R. (2014). Between pages 524- 541 of the book Applied Statistics.		Lecture method. Question and answer. Problem solving method. Computer application.	Factor Analysis	
13	1. Gürbüz, S. and Şahin F. (2018) 261-268 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Pages 259- 265 of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alniaçık, Ü. (2016). Between 353- 357 pages of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Between 321- 347 pages of the book Marketing Research. 5. Ural, A. and Kılıç, İ. (2013). 241- 249 pages of the book Scientific Research Methods. 6. Alpar R. (2014). Chapter 11 of the book Applied Statistics (pages 351 to 380).		Lecture method. Question and answer. Problem solving method. Computer application.	Correlation Analysis	
14	1. Gürbüz, S. and Şahin F. (2018) 268- 313 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Between 264- 292 pages of the book Research Methods in Social Sciences, 3. İslamoğlu A.H. and Alniaçık, Ü. (2016). 361- 415 pages of the book Research Methods in Social Sciences, 4. Nakip, M. (2003). Between 289- 319 pages of the book Marketing Research. 5. Ural, A. and Kılıç, İ. (2013) Pages 249 to 253 of the book Scientific Research Methods. 6. Alpar R. (2014). Chapter 12 of the book Applied Statistics (pages 383- 427).		Lecture method. Question and answer. Problem solving method. Computer application.	Regression Analysis.	
15	1. Gürbüz, S. and Şahin F. (2018) Between 331- 336 pages of the book Research Methods in Social Sciences, 2. Coşkun, R., Altunışık, R. and Yıldırım E. (2019). Pages 146- 150 of the book Research Methods in Social Sciences, 3. Nakip, M. (2003). Between 122- 125 pages of the book Marketing Research. 4. Ural, A. and Kılıç, İ. (2013) Between 280-285 pages of the book Scientific Research Methods. 5. Alpar R. (2014). Chapter 13 of the book Applied Statistics (pages 432- 522).		Lecture method. Question and answer. Problem solving method. Computer application.	Reliability and Validity Analysis	
16				Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	2,00
Final	1	2,00
Derse Katılım	14	3,00
Ders Öncesi Bireysel Çalışma	14	2,00
Ders Sonrası Bireysel Çalışma	2	14,00
Ara Sınav Hazırlık	1	4,00
Final Sınavı Hazırlık	1	5,00
Teorik Ders Anlatım	14	3,00
Ev Ödevi	2	10,00

Assesments

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

Gastronomi ve Mutfak Sanatları Ana Bilim Dalı / GASTRONOMİ VE MUTFAK SANATLARI (YÜKSEK LİSANS - TEZLİ) 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
L.O. 1	2	2	2	1	2	4	3	2	1	1
L.O. 2	2	3	3	3	4	5	3	4	2	1
L.O. 3	2	4	4	3	4	5	3	5	3	1

Table :

- P.O. 1 :** Gastronomi ve Mutfak Sanatları alanında ve ilgili disiplinlerde sahip olduğu bilgi ve beceriyi uzmanlık düzeyinde geliştirir ve derinleştirir.
- P.O. 2 :** Gastronomi ve Mutfak Sanatları alanında yer alan işletmelerin sorunlarını analiz edebilme ve problem çözme becerilerine sahip olur.
- P.O. 3 :** Gastronomi ve Mutfak Sanatları alanında Türkiye’de ve dünyada yenilikleri ve gelişmeleri takip eder. Bu gelişmelere ilişkin politika ve planlar oluşturur.
- P.O. 4 :** Gastronomi ve Mutfak Sanatları faaliyetlerine ilişkin profesyonel tekniklere ve uygulamalara sahip olur.
- P.O. 5 :** Gastronomi ve Mutfak Sanatları alanında bilgileri eleştirel bir gözle değerlendirebilme yetkinliğine sahip olur.
- P.O. 6 :** Bilimsel araştırma yöntemlerini kullanarak alanıyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 7 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 8 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 9 :** Yazılı ve sözlü olarak etkili iletişim ve sunum becerileri gösterir.
- P.O. 10 :** Gastronomi ve Mutfak Sanatları alanında sürdürülebilirlik ilkelerini benimseyerek yerel ve küresel ölçekte etik, çevresel ve ekonomik sorumluluk bilinciyle hareket eder.
- L.O. 1 :** İstatistiği ve istatistiğin sosyal bilimler alanındaki yerini ve önemini bilir.
- L.O. 2 :** Araştırmalarda istatistiksel paket program kullanarak veri analizi öğrenir.
- L.O. 3 :** İstatistiksel analizler yapabilir ve sonuçları yorumlayabilir