

SYLLABUS

Institute of Social Sciences

International Trade and Marketing Master's Program

Course Code	Course Title		Credits	ECTS	
MAN 553	Project		3 (2-1-3)	8	
Prerequisites:	None				
Course Language:	Turkish	Mode of Delivery:	Face-to-face		
Course Type and Level:	Compulsory / 1st Year / Fall Semester				
Instructor		Class Time	Office Hours	E-mail	
Dr. Dilara DEMİREZ		Friday 16:00 – 19:00	Tuesday–Friday 10:00 - 16:00	dilarademirez@cag.edu.tr	
Course Coordinator:	Dr. Dilara DEMİREZ				
Course Objective: The purpose of this course is to enable graduate students to understand the scientific research process and to develop their academic writing and presentation skills. Students will experience all stages of research— from defining the research problem, conducting a literature review, selecting methods, and analyzing data, to reporting and presenting results. The course aims to foster critical thinking, problem-solving, independent research skills, and adherence to scientific ethics through student-centered methods.					
Learning Outcomes	Upon successful completion of this course, the student will be able to:			Relations	
				Program Outcomes	Net Contribution
	1	Explain the stages of the scientific research process (problem definition, literature review, method selection, data analysis, reporting).	2,3,4	5,5,4	
	2	Critically evaluate theoretical and empirical studies related to the research topic through literature review.	3,7	5,5	
	3	Compare different research methods (quantitative, qualitative, mixed) and select the most appropriate one for their topic.	2,4	5,5	
	4	Prepare a scientific report in line with academic writing rules and international citation systems.	1,3	4,4	
	5	Present research findings effectively to an academic audience using appropriate presentation techniques.	1,5,6	5,5,4	
	6	Develop independent research, critical thinking, and problem-solving skills.	2,5,8,9	5,3,4,4	
	7	Follow current research trends in the field and propose new research topics.	3,4,7,8	5,5,5,4	
Course Content:	This course covers scientific research methods, identifying research problems, conducting literature reviews and forming conceptual frameworks, selecting appropriate research methods (quantitative, qualitative, and mixed), developing data collection instruments, analyzing data and interpreting findings, writing discussion and conclusion sections, applying academic writing rules and citation systems, and preparing research reports. Academic presentation techniques are also included to enable students to present their research reports in line with academic standards.				
Weekly Course Schedule					
Week	Topic	Preparation	Teaching Method & Techniques		
1	Introduction to the Course and Importance of Scientific Research		Introduction, Socratic discussion		
2	Basic Characteristics and Types of Scientific Research	Reading an article on academic ethics	Group work, article review, collaborative learning		
3	Identifying Research Topics and Problems	Selecting a topic related to personal interests	Workshop, student-centered discussion		
4	Literature Review and Use of Sources	Creating a keyword list related to topic	Database search, source evaluation, applied computer lab work		

5	Literature Analysis and Developing a Conceptual Framework	Reading and summarizing selected articles	Hypothesis development, small group discussion
6	Research Methods: Quantitative Approaches	Short reading on quantitative methods	Reviewing a quantitative article, Q&A
7	Research Methods: Qualitative Approaches	Reviewing a sample qualitative article	Preparing interview questions, applied exercises
8	Midterm Exam		
9	Midterm Exam		
10	Measurement Tools and Data Collection	Literature review on scale development/adaptation	Designing a survey or interview form, workshop
11	Introduction to Data Analysis	Reviewing a sample dataset and creating tables	Data analysis practice, applied computer lab
12	Interpreting Findings	Summarizing the findings section of an article	Case study, group discussion
13	Writing Discussion and Conclusion	Considering the expected contributions of the research	Collaborative learning, guided writing
14	Research Report Writing Rules	Reviewing APA style examples	Workshop, applied writing exercises
15	Academic Presentation Techniques	Preparing a presentation on research topic	Student presentations, feedback, discussion
16	Final Presentations and Course Evaluation	Completion of research report	Student presentations, in-class evaluation, discussion
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	Aziz, A. (2022). Research Methods and Techniques in Social Sciences. Nobel Academic
Suggested Reading:	Kumar, R. (2019). Research Methodology: A Step-by-Step Guide for Beginners. Sage.

Assessment & Evaluation

Activity	Number	Contribution	Notes
Quiz	1	%20	Short-answer written exam (understanding the research process)
Homework (Midterm)	1	%30	Literature review, method proposal, draft data analysis
Project (Final)	1	%50	Final submission and presentation of the research report.

ECTS Table

Activity	Number	Hours	Total
Class Hours	14	3	42
Independent Study	14	3	42
Assignments	14	3	42
Midterm (Homework) (incl. prep)	1	40	40
Final (Project + Presentation) (incl. prep)	1	70	70
Total:			236
Total / 30:			236/30

