

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-210306</b>	<b>SEMESTER</b>	3rd
<b>TITLE</b>	<b>Research Methodologies</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Practice exercises		4	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://exams-sod.the.ihu.gr/course/view.php?id=257">https://exams-sod.the.ihu.gr/course/view.php?id=257</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>1. <b>KNOWLEDGE:</b> By attending the course, students will recognize the value of research methodology. They will combine research with scientific evidence (evidence-based).</p> <p>2. <b>UNDERSTANDING:</b> students will be able to distinguish the stages of scientific research and evaluate the design.</p> <p>3. <b>APPLICATION:</b> the student will be able to classify both qualitative and quantitative research (selection of the appropriate research design according to the type of research and research question, sampling methods, data collection, and measurement tools).</p> <p>4. <b>ANALYSIS:</b> in addition, the students will be able to combine the requirements regarding the application of the rules of ethics and ethics in the conduct of research.</p> <p>5. <b>COMPOSITION:</b> organization of statistical analysis and reorganization of data analysis techniques in each type of research.</p> <p>6. <b>EVALUATION:</b> students will compare and evaluate the different ways of presenting the results that will help in making decisions to solve complex problems.</p>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> </ul>

- Adaptation to new situations
- Decision making
- Autonomous work
- Teamwork
- Work in an international environment
- Project design and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Exercise criticism and self-criticism
- Promotion of free, creative, and inductive thinking

### 3. COURSE CONTENT

#### **Lesson 1**

Introduction to Research Methodology

Title of work - Formulation of a research problem/purpose

#### **Lesson 2**

Formulation of keywords

Review of the bibliography. Ways to search bibliography from electronic media (databases)

#### **Lesson 3**

Selection of articles. Critical evaluation of the works. Understanding the content, synthesis of new knowledge.

#### **Lesson 4**

Introduction to different styles of bibliographic references. Automatic insertion of bibliography into the text Part 1

#### **Lesson 5**

Automatically insert bibliography into the text - Tools Part 2

#### **Lesson 6**

Methods and basic principles of sampling

#### **Lesson 7**

Quantitative method - Research tools of quantitative methods

#### **Lesson 8**

Qualitative research - Research tools of qualitative methods. Qualitative vs Quantitative method (Repetition of lessons 7 & 8)

#### **Lesson 9**

Introduction to statistical data analysis. Statistical programs (excel, spss, pspp | Part 1

#### **Lesson 10**

Introduction to statistical data analysis. Statistical programs (excel, spss, pspp | Part 2

#### **Lesson 11**

Rules of ethics and ethics

#### **Lesson 12**

Interpretation of results and ways of presentation in quantitative and qualitative studies

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to face teaching Distance learning via zoom platform (when required)
<b>ICT USE</b>	The Moodle asynchronous e-learning system (or a related platform) is used to make notes and exercises available to students.

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	26
	Practice exercises	26
	Solving laboratory exercises	48
	Study	50
	Total	150
ASSESSMENT	<p>Concluding evaluation with multiple choice questions and short answer: 70%</p> <p>Formative assessment with intermediate individual exercises: 30%</p> <p>The test material is posted on Moodle and, before the test, time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

## 5. REFERENCES

### ***-Suggested bibliography:***

1. Isari, F., Pourkos, M., 2015. Qualitative research methodology. [electric book] Athens: Association of Greek Academic Libraries. Available at: <http://hdl.handle.net/11419/5826>.
2. Lagoumintzis, G. 2015. Introduction to Scientific Research. [Book Chapter]. In Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Research methodology in health sciences. [electric book] Athens: Association of Greek Academic Libraries. Chapter 1. Available at: <http://hdl.handle.net/11419/5357>
3. Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Writing and evaluation of research. [Book Chapter]. In Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Research methodology in health sciences. [electric book] Athens: Association of Greek Academic Libraries. Chapter 8. Available at: <http://hdl.handle.net/11419/5364>
4. Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Overview of the Research Process. [Book Chapter]. In Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Research methodology in health sciences. [electric book] Athens: Association of Greek Academic Libraries. Chapter 3. Available at: <http://hdl.handle.net/11419/5359>
5. Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Data Collection Methods. [Book Chapter]. In Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Research methodology in health sciences. [electric book] Athens: Association of Greek Academic Libraries. Chapter 4. Available at: <http://hdl.handle.net/11419/5360>
6. Koutsogiannis, K. 2015. Research Ethics. [Book Chapter]. In Lagoumintzis, G., Vlachopoulos, G., Koutsogiannis, K. 2015. Research methodology in health sciences. [electric book] Athens: Association of Greek Academic Libraries. Chapter 2. Available: <http://hdl.handle.net/11419/5358>
7. Veal, Christou (2020). Research Methodologies in Tourism, 7th edition, BrokenHillPublishing.