

**MBA502, IBM502 Seminar  
Syllabus  
2021-2022 Fall**

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### **Course Description**

In this course, key foundations and fundamentals of writing scientific research papers and thesis with qualitative, quantitative research approaches will be introduced.

### **Recommended Readings**

Quantitative and Qualitative Research Methods Reader: A Canadian Orientation, John A. Winterdyk, Pearson

Social Research Methods: Qualitative and Quantitative Approaches, W. Lawrence Neuman, Pearson

### **Lecture Contents**

Preparing a Research Proposal
Literature Review
Research Design
Triangulation, Qualitative Research
In-depth interviews
Focus Groups, Observation
<b>Midterm Exam</b>
Quantitative Research
Survey Design
Data Mining
Factor Analysis, Regression, Review of Some of the Statistical Techniques in Quantitative Analysis
Writing a Thesis, Review of Some of The Studies of Scholars in Scientific Body of Knowledge
Writing Scientific Research Papers, Review of Some of The Studies of Scholars in Scientific Body of Knowledge
Finalizing Research Proposal
<b>Final Exam</b>
<b>Final Exam</b>

### **Grading Policy**

Midterm:	%40
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<b>Final:</b>	<b>%60</b>
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Wish all of you a successful, happy and healthy academic year.

Please send your questions and suggestions to my e-mail.