



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
HMGT-380	Research Methodology	10
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
Senior	Hospitality, Tourism and Sports Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Compulsory	Hospitality	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr. Leonidas Efthymiou	3 <sup>rd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Distance Learning	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Develop a research orientation among the learners.
- Acquaint learners with the fundamentals of research methods.
- Explore qualitative and quantitative methods and methodologies.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Develop understanding of the basic framework of research process.
2. Develop an understanding of various research designs and techniques.
3. Identify various sources of information for literature review and data collection.
4. Develop an understanding of the ethical dimensions of conducting applied research.
5. Appreciate the components of scholarly writing and evaluate its quality.

**Course Content:**

- Introduction and Overview - The nature of Hospitality research
- Literature searches and information gathering
- Reading and evaluating research papers
- Technical writing, referencing, bibliographies
- How to give a research talk
- Creating a Thesis Project
- Qualitative and Quantitative Methods and Tools
- Scholarship: Research Seminars
- Review of legal, ethical, social and professional issues including data protection and standards

**Learning Activities and Teaching Methods:**

The latest material and student activities are now available on the Moodle Platform. The material includes:

- Group Forum discussions that are related to LOs on the topic
- Multiple Choice Quizzes for Self-Evaluation
- Every 3 weeks one 3 hours WebEx session following the LOs
- Review activities such as Discussions Questions
- Two of the weeks include Summative Assignment deadlines

**Assessment Methods:**

Hospitality Seminars

Research report

Presentation

Participation to WebEx meetings, discussion forums and other communication tools is recommended as they will assist you in successfully completing your course.

**Required Textbook / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
(ebook): Research Methods in Tourism, Hospitality and Events Management.	Brunt, P., Horner, S. and Semley, N.	SAGE	2017	ISBN 978147391914-3

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
(ebook): Writing your Thesis.	Oliver, P.	SAGE	2013	ISBN: 9781446267851
(ebook); Researching Tourism, Leisure and Hospitality for your Dissertation.	Mason, P.	GOODFEL LOW	2014	ISBN: 9781908999-900

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