

Global Learning Semesters

Course Syllabus

Course: HOSP-595 Research Methodology

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-595	Research Methodology	2
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Prerequisites

None

Topic Areas

1. Understanding research
2. Conceptual issues of Business Research
3. Literature review and generation of a topic area
4. Measurement theory and types of scaling
5. Questionnaire Development
6. Quantitative and Qualitative Survey Methods
7. Determination of the Research Design
8. Collection of Original Data
9. Analysing Quantitative Data
10. Analysing Qualitative Data
11. Statistical Package of Social Sciences (SPSS)
 - Data Development
 - Descriptive Statistics (Cross tabulations, Frequencies, etc)
 - Compare Means (ANOVA, Independent Sample T-Test, etc)
 - Graph Development
 - Linear Regression
 - Scale (Reliability Analysis)
 - Multiple Responses
12. Thesis Development

Evaluation Guidelines

Assignments, Case Studies, Reports, Project:	20-40%
Midterm Exam:	20-40%
Final Exam:	30-50%
Total:	100%

Readings and Resources

Required Textbook

1. Hussey, J. & Hussey, R., 1997. Business research. Great Britain: Palgrave.
2. Saunders, M., Lewis, P. and Thornhill, A., 2000. Research methods for business students. 2nd ed. Great Britain: Pearson Education.
3. Norusis, M., 2005. SPSS 13.0 Guide to Data Analysis (Paperback). Prentice Hall; Bk & CD-Rom Edition.

Recommended Reading

1. Miles, M. & Huberman, M., 1994. Qualitative data analysis. Thousand Oaks: Sage.
2. Bell, J., 1999. Doing your research project. 3rd ed. Great Britain: Open University Press.
3. Robson, C., 1993. Real world research. Oxford: Blackwell.
4. Clark, M., Riley, M., Wilkie, E. & Wood, R., 2000. Researching and writing dissertations in Hospitality and Tourism. London: International Thomson Business Press.