

Global Learning Semesters

Course Syllabus

Course: HOSP-615 Research Methodology

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-615	Research Methodology	4
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

To familiarize students with the key elements of project research methodology as required for the purpose of establishing the required technical foundation in completing the Final Thesis of the MSc Program. Questionnaire design and validation, sampling and data analysis are emphasized along with applications in hypothesis testing and overall research design.

Prerequisites

Graduate Standing

Topic Areas

- What is research?
- The research process
- Problem formulation
- Research design
- Primary and secondary data
- Methodology
- Questionnaires – targeting and design options
- Measurement
- Data analysis
- Presentation of findings

Readings and Resources

Required Textbook

1. Hussey, J. & Hussey, R., 1997. Business research. Great Britain: Palgrave.
2. Bell, J., 1999. Doing your research project. 3rd ed. Great Britain: Open University Press.

Recommended Reading

1. Gummesson, E., 1991. Qualitative methods in management research. Newbury Park: Sage.
2. Saunders, M., Lewis, P. and Thornhill, A., 2000. Research methods for business students. 2nd ed. Great Britain: Pearson Education.

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.