

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED ECONOMIC AND SOCIAL SCIENCES		
<b>ACADEMIC UNIT</b>	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
<b>LEVEL OF STUDIES</b>	<i>Undergraduate</i>		
<b>COURSE CODE</b>	<b>5804</b>	<b>SEMESTER</b>	8th
<b>COURSE TITLE</b>	SOCIAL RESEARCH METHODS		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		4	5
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	Greek		
<b>IS THE COURSE OFFERED for ERASMUS STUDENTS?</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://oecclass.aua.gr/eclass/">https://oecclass.aua.gr/eclass/</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

The aim of the course is:

the provision of knowledge that will contribute to the learning of both theoretical and methodological approaches for the implementation of socio-economic research in rural areas. The course aims to provide students with those theoretical and methodological tools, which will help them identify analyse and explain socio-economic phenomena. More specifically, the student understands that the aim of the research is exploratory, descriptive and explanatory. At the exploratory level the goal is to assist student on how to specify the research question how to prepare the research. The most important part of socio-economic research is descriptive using quantitative and qualitative data collection techniques. At this stage, the aim is to create an image of the situation, of the socio-economic context and of the relationships focusing on "how" and "who" and less on "why". At the explanatory level, the aim is to answer the "why" question in an attempt to identify the causes and reasons why something is happening. Thus, the student is taught how to carry out the steps of the research process from the selection of the topic, to focus on the key question (or questions) of the research, its design, with the selection of appropriate methods, in the collection of data, in their analysis with appropriate tools, in explaining the findings and finally in writing and communicating them results.

**Upon successful completion of the course, the student will be able to:**

- To know the main research approaches in the field of business administration.
- Familiarize with the specific terminology used in applied research.
- To be aware of the various types of research and the stages of their implementation

- To compose and prepare a research study.
- To understand the socio-economic background and its epistemological documentation applied research in the field of management science.
- To utilize the qualitative and quantitative techniques applied in administration practice.
- To apply research approaches and methods using quantitative and qualitative methods
- To be aware of the background, design and implementation of his own research.
- To develop critical thinking, problem solving and project management skills in complete work preparation.
- Be aware of issues of ethics and research ethics
- To apply presentation techniques

#### **General Competences**

Research, analyse and composing of data and information, using appropriate technologies

Adapting to new situations

Decision-making

Working independently

Teamwork

Working in international environment

Working in an interdisciplinary environment

Production of new research ideas

Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

### **3. SYLLABUS**

1. Introduction - Concept of research
2. Current trends in research
3. Research design
4. Development of research questions and research hypotheses
5. Research plan
6. Research methods
7. Primary and Secondary data
8. Questionnaires and research design
9. Analysis of Research data

10. Quantitative data analysis techniques
11. Techniques for analyzing quality data
12. Quality control and reporting
13. Ethical issues related to the conduct of the research

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

#### 4. TEACHING and LEARNING METHODS - EVALUATION

7. TEACHING AND LEARNING METHODS - EVALUATION															
DELIVERY	Face -to-face, Distance learning														
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"><li>• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System)</li><li>• Support of lectures using presentation software</li><li>• Use of audiovisual material</li><li>• Use of web applications</li></ul> <p><b>Communication with students:</b> face to face at office hours, email, eclass platform</p>														
TEACHING METHODS	<table><tr><th>Activity</th><th>Workload</th></tr><tr><td>Lectures (direct)</td><td>65</td></tr><tr><td>Writing paper/ papers</td><td>28</td></tr><tr><td>Independent Study</td><td>30</td></tr><tr><td>Advisory support</td><td>0,5</td></tr><tr><td>Exams</td><td>2</td></tr><tr><td>Course Total (Approximately 25 hours of workload per credit unit 125.5)</td><td>125,5 h</td></tr></table>	Activity	Workload	Lectures (direct)	65	Writing paper/ papers	28	Independent Study	30	Advisory support	0,5	Exams	2	Course Total (Approximately 25 hours of workload per credit unit 125.5)	125,5 h
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STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ul style="list-style-type: none"><li>i. Compulsory written final examination at the end of the semester (weighting factor <b>70%</b> at least) which may includes:<ul style="list-style-type: none"><li>• Multiple choice questionnaires</li><li>• Open-ended questions</li><li>• Problem solving</li><li>• Oral examination</li></ul></li></ul> <p><b>Evaluation criteria:</b> correctness, completeness,</p>														

	<p>clarity</p> <p>ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes:</p> <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Essay/report</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness, clarity</p> <p><b>Special learning difficulties:</b></p> <p>Students with <b>special learning difficulties</b> in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p><b>Specifically-Defined Criteria:</b></p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>
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## 5. ATTACHED BIBLIOGRAPHY

### ***Suggested Bibliography in Greek Language:***

- Rainer Schnell, Paul Hill, Elke Esser (2014) Μέθοδοι Εμπειρικής Κοινωνικής Έρευνας, Κωδικός Βιβλίου στον Εύδοξο: 41954711, Έκδοση: 1η Ελληνική από 9η Γερμανική/2014, ISBN: 978-618-5036-09-6, Εκδόσεις ΠΡΟΠΟΜΠΟΣ.
- Earl Babbie, (2011), Εισαγωγή στην κοινωνική έρευνα, Αθήνα, Εκδόσεις Κριτική .Ε.
- M. Grawitz, Μέθοδοι των Κοινωνικών Επιστημών, Τόμοι Α΄ και Β΄, Αθήνα: Βιβλιόπολις Α.Ε.Β.Ε. Προϊόντα Πνευματικής Δημιουργίας, 2006.
- Θ. Καλφόπουλος, (επιμ.), Η Ποιοτική Παράδοση στις Κοινωνικές Επιστήμες, Αθήνα: Κάπολα Κων. Παγώνα Εκδόσεις - Εκθέσεις - Μελέτες, 2003.
- Π. Γέμτος, Οι Κοινωνικές Επιστήμες. Μια εισαγωγή, Αθήνα: Γ. Δαρδανός - Κ. Δαρδανός Ο.Ε., 1995.
- Ν. Κυριαζή, Η Κοινωνιολογική Έρευνα: Κριτική Επισκόπηση των Μεθόδων και των Τεχνικών, Αθήνα: Ελληνικά Γράμματα Α.Ε. Εκδόσεις - Βιβλιοπωλείο, 2001.

### ***Suggested Bibliography in English Language:***

**Related academic Journals:**

- Journal of Business Research
- Journal of Advanced Research
- International Journal of Social Research Methodology

***Instructor's Notes***