Course: Business Research Methods 2 — credits: 5

Course code	UTVM25BRM2D
Name	Business Research Methods 2
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	S. Gürbüz
Modes of delivery	Lecture Tutorial
Assessments	TEST-01 - Assessment

Learning outcomes

1. Developing an Applied Research Proposal: Identify and analyze a business problem, integrate contemporary theoretical and empirical insights to frame the research topic, establish research direction by setting clear objectives and questions, and select appropriate methodologies to address complex business challenges (contributes to PLO 1, 2, and 3).
2. Critically Reviewing Research Projects: Assess the coherence of research components, identify areas for improvement, and enhance research quality through self-assessment and peer feedback (contributes to PLO 1 and 3).
3. Enhancing the Proposal through Feedback: Analyze received feedback, develop a structured improvement plan, and apply revisions to refine the research project while demonstrating adaptability and professional growth (contributes to PLO 2 and 3).

Content

Strategic Focus Areas: Sustainability and Global Mindset

During this course, students will be taught how to develop a master level thesis proposal, practice the writing of a thesis proposal which they may use in their master thesis project and provide feedback to 3 other student's thesis proposal.

This course contributes to the following SDG’s: 4, 8 & 9.

Included in programme(s)

International Business and Management

School(s)

International Business School

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