

Course title	Applied Research Project in Shipping				
Course code	SOM1709				
Course type	Special Background/Skills Development/Core course				
Level	Master (Level 7)				
Year / Semester	1/3				
Teacher's name	Antonis Violaris				
ECTS	10	Lectures / week	6 in total (distance learning)	Laboratories / week	-
Course purpose and objectives	<p>The objective of the course is to write and present an applied business research project that is both academically underpinned and can be defended on sound managerial grounds.</p> <p>The course provides students with guidelines and supervision on competing such as project incorporating various techniques and tools from the entire SOM program, which are needed to analyze a public or private organization and address a real issue that the organization is facing or provide help to the chosen organization.</p> <p>The course covers the following key topics: Introduction; literature review; situation analysis; research methodology; presentation and analysis of the research data; discussion of findings and results; conclusion.</p> <p>The course also includes an online presentation of the project.</p>				
Learning outcomes	<p>After completing this module, the student should be able to:</p> <ul style="list-style-type: none"> • Transform an original idea into a final project • Critically review existing research • Apply advanced academic writing skills and procedures • Consistently reference academic & non-academic sources • Collect primary and secondary data relating to their research • Analyze empirical data using appropriate quantitative and qualitative methods • Interpret results in order to provide solutions to business • Critically evaluate results on legal and ethical grounds 				
Prerequisites	None	Required	-		
Course content	The content of the course is as follows:				

	<ul style="list-style-type: none"> • General overview and guidelines • Choosing the topic • Introduction • Literature Review; Bibliography • Situation Analysis • Research Methodology • Implementation of Methodology; Collection of Data • Presentation and Analysis of Data • Discussion of Findings, and Results • Conclusions • Final Editing • Presenting the Project
Teaching methodology	<p>The integration of Microsoft Teams and Moodle in our distance learning programs ensures a robust and interactive learning environment that meets the needs of modern learners. Microsoft Teams facilitates real-time communication through live sessions, screen sharing, and collaborative tools such as whiteboards and breakout rooms, enhancing student engagement and fostering dynamic discussions. Meanwhile, Moodle serves as a comprehensive Learning Management System, offering structured access to course materials, assessments, and discussion forums. This combination of synchronous and asynchronous tools supports effective teaching and learning, enabling flexibility, accessibility, and high-quality education delivery. Our approach aligns with global standards for online learning, emphasizing both technological innovation and pedagogical excellence.</p>
Bibliography	<ul style="list-style-type: none"> • Hair Jr., J., Page, M., & Brunsveld, N. (2019). <i>Essentials of Business Research Methods</i> (4th ed.). Routledge. • Booth, W.C., Colomb, G.G., Williams, J.M., Bizup, J., & FitzGerald, W.T. (2024) <i>The Craft of Research</i>, (5th Ed.) (Chicago Guides to Writing, Editing, and Publishing) • Johnson G., Whittington, R., Scholes, K., D, Angwin & P. Regnér (2023). <i>Exploring Strategy: Text and Cases</i> (13th ed.). Prentice Hall • Beall A. (2022) <i>Strategic Market Research: A Guide to Conducting Research that Drives Businesses</i> (4th ed.) Beall Research • McQuarrie, E. F. (2015) <i>The Market Research Toolbox: A Concise Guide for Beginners</i> (4th Ed.). SAGE Publications, Inc.
Assessment	<ul style="list-style-type: none"> • Weekly self-assessment activities (2%) • Weekly interactive activities (48% - 4% each) • Applied Business Research Project (50%)
Language	English