

61753 - Methodological Research Tools

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as theory sessions, practice sessions, and autonomous work.

Students are expected to participate actively in the class throughout the semester.

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5.2.Learning tasks

The course includes the following learning tasks:

- Lectures: sessions in which the professor presents the course's contents encouraging student participation. The students will have supporting material that will allow them to track the sessions. This material will be available to students in the virtual platform ADD and it complements, not replaces, the notes taken in class.
- Practice sessions: sessions in which the presentation and discussion of research papers will be held from different perspectives and with different criteria.
- Tutorials: students may attend tutorials with the teacher in the schedules dates. Students may also consult via e-mail.
- Study, analysis and interpretation of real case studies, whether already published cases that can be updated and discussed, or cases that can be created and presented in class.

5.3.Syllabus

The course will address the following topics:

Topic 1. Research tools

Topic 2. Information measurement and scales validation.

Topic 3. Primary sources: experimentation.

Topic 4. Qualitative Analysis

Topic 5. Case method

Topic 6. Research work revision an publication structure, content and process.

Topic 7. How to revise research literature

5.4.Course planning and calendar

The schedule of sessions will be made public on the virtual platform Moodle. The dates for submission of of papers and other activities will be communicated by the responsible teacher through the appropriate channels.

5.5.Bibliography and recommended resources