

61753 - Methodological Research Tools

Syllabus Information

Academic year: 2023/24

Subject: 61753 - Methodological Research Tools

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

The general objective is to transmit knowledge and promote the development of skills related to the training of the student for the implementation and development of individual and group research work. The student who passes the subject will have the necessary foundations to build a body of scientific knowledge: techniques, methods and specific tools, as well as knowledge of the characteristics that help justify their use. All this knowledge will be applied to market research, from the marketing area point of view. In addition to being trained as a researcher, the student will know how to transmit their knowledge to other researchers and share it with them, so that the body of knowledge can be effectively reinforced.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the learning activities foreseen in this subject will contribute to the achievement of Objectives 8.2 and 8.4 of Goal 8, Objective 13.3 of Goal 13, and Objectives 16.6 and 16.7 of Goal 16.

2. Learning results

- To understand how organizations' information systems facilitate their strategic decision making.
- To know the main sources of primary and secondary information that can be used to develop a scientific and business research.
- To be able to develop measurement scales for different types of variables; to know the process of their creation and validation.
- To be able to use experiments as a research tool.
- To know the main tools for searching bibliographic references.
- To be able to communicate orally and in writing the results of the activities, readings and work done.
- To know how the process of publication and review of a research paper works.

3. Syllabus

1. Research Tools.
2. The measurement of information and the process of developing and validating measurement scales.
3. Design of primary sources: experimentation.
4. In-depth interviews and focus groups
5. The case method.
6. Structure, content, publication and review process of a research paper.
7. The development of a literature review.

4. Academic activities

The learning process is based on a combination of theoretical classes in which student participation is encouraged, with face-to-face theoretical-practical sessions and work to be developed by the student: classroom lectures and discussion of content (30 hours; 100% attendance); presentation and discussion of readings; development and defence of research proposals (120 hours; 25% attendance); and tutorials.

Students will be provided with support material and recommended readings that will allow them to follow these sessions smoothly. Likewise, teacher-student tutorials are foreseen.

5. Assessment system

first one consists of: applying methods for obtaining and analysing data from secondary and primary sources (50% of the final grade); critically evaluating the content to be included in the different parts of a research project and developing proposals to improve it (25% of the final grade); completing and presenting a maximum of three assignments related to case studies and review of specialised literature (25% of the final grade).

Those students who have not opted for the continuous assessment system, who have not passed the subject by this system or who wish to improve their grade, are entitled to take a global test: theoretical-practical exam of 10 points on all the content covered in the theoretical and practical sessions of the subject, including all the readings exposed by all the students in class.

If the student chooses both assessment systems, the best grade of both will prevail.

In the SECOND CALL, a global test will be carried out under the same conditions as in the first call for this test.