RESEARCH METHODS AND DATA ANALYSIS I

Code: 21728

Main Scientific Area: Business management

Lecturer: Oscarina Susana Vilela da Conceição

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 132h

ECTS: 6,0

Objectives

With this matter we intend to give the master student capacities to discover the nature and objects of the scientific investigation, directing him from the theory to the methodological practice through the direct contact with the sources, instruments and practice with documentation, making him sensitive to the different stages of investigation and guiding him to the consistent and consequent use of the several sources of classical knowledge and respective instruments developing his critical sense of its use.

Special attention will be given to the formal structure of a research report, monograph, article or book, concerning the logical organization of ideas and arguments, as well as to the stylistic and technical rules respecting the scientific composition and appearance of the final text.

Learning Outcomes

Allow development of a knowledge and practical skills enabling the student to collect, analyze and display of research data;

Identify and critically evaluate a variety of research methods used by researchers.

Course Contents

In order to reach the proposed objectives, we planned as follows:

1 - FUNDAMENTALS OF METHODOLOGY

1.1. Science and scientific knowledge

1.1.1. Scientific work and method.

1.1.2. Dynamics of scientific knowledge

1.2 Research activity - From theory to methodological practice;

1.3 Ethical principles of research.

2. THE SCIENTIFIC WORK

2.1-Conceptual Phase

2.1.1 Definition of the problem and formulation of research hypotheses

2.1.2- Literature Review

2.2-Methodological Phase

2.2.1 Qualitative Methods vs. Quantitative Methods

2.2.2- Methods of Data Collection

2.3-Empirical Phase

2.3.1 Data Analysis and Processing

2.3.1.1. Qualitative Analysis

2.3.1.2. Quantitative Analysis

2.3.2- Data Interpretation

3. PRACTICAL METHOD QUESTIONS:

3.1 The drafting standards : APA Style

3.2 Distinction between citation and plagiarism; the question of scientific ethics

3.3 The structure of the work: Dissertation, Project, Report

Recommended Bibliography

Bernard, H. R. e Ryan, G. W. (2009). Analyzing qualitative data: Systematic approaches. Sage.

Bryman, A. (2008). Social Research Methods. 3rd ed. Oxford University: Press Inc.

Cameron, S e Price, D. (2009). Business research methods: A practical approach. London: Chartered Institute of Personnel and Development.

Cooper, D.R. e Schindler, P.S. (2008). Business research methods. 10th ed.. McGraw-Hill Higher Education.

Correia, A. e Mesquita, A. (2013). Mestrados Doutoramentos. Estratégias para a elaboração de trabalhos científicos: o desafio da excelência. Vida Económica

Coutinho, C. (2013). Metodologia de Investigação em Ciências Sociais e Humanas: teoria e prática (2.ª edição). Coimbra: Almedina.

Kumar, R. (2014). Research Methodology: A step-by-step guide for beginners. Sage Publications.

Moreira, C. e Gonçalves, A. (2008). Metodologia Científica. Lisboa: Universidade Católica Editora.

Remenyi, D., Williams, B., Money, A. e Swartz, E. (1998). Doing research in business and management: An introduction to process and method. London: Sage.

Saunders, M., Thornhill, A. e Lewis, P. (2009). Research Methods for Business Students. 5th Ed. Prentice-Hall.

Learning and Teaching Methods

The program contents were established based on the objectives we want to obtain for this course unit, as well as the competencies to be acquired by the students. Following, we give examples of this two parameters consistency:

To take notice of the methodology, the theoric and conceptual bases of the scientific methodology will be studied.

Following the presentation of the scientific methology, we will see how the master student will put into practice the different applications in order to prepare an investigation work.

Thus, we aim the different methodical questions a master student must consider: How he does the first reading, an introduction, a conclusion, how he comes to an investigation question, how he formulates an investigation question, how he draws an investigation project, as well as all the methodological rules he must put into practice when he is writing an article, study or any other work.

The fact of being present will allow the student to reach the desired objectives in order to prepare his investigation work.

Assessment Methods

In order to evaluate the acquiring of knowledge, capacities and competences, the continues evaluation will be made according with the rules described below:

- Group Work (50%);

-Individual practical exercise (50%)

or

The Evaluation by Exam will be carried out by preparing a practical work (100%), which can be:

Or a leading practical work - critical view resulting of the integral reading of a book concerning the interest area of the master student and to be elected during one of the first classes from which may arise the question point to develop his investigation project.

Or, if the master student has already in view any theme for his investigation, the elaboration of a question for investigation with a plan of the project.

In order to be approved in this Study unit, the student should obtain an evaluation of 10.00.