

## 61753 - Methodological Research Tools

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	First semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

The learning process of this subject is based on a combination of theoretical classes in which students participation, with theoretical and practical sessions attendance and work to be performed by the student, who will be mandated is encouraged.

#### **5.2.Learning activities**

The program offered to the student in order to achieve the expected results includes the following activities:

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- Theoretical lessons: sessions in which the professor presents the subject content encouraging students participation. The students will have supporting material that will allow them to track the sessions. This material will be available to students in the ADD and it complements, not replaces, the notes taken in class.
- Practical lessons: sessions in which the presentation and discussion of research papers will be held from different perspectives and with different criteria.
- Tutoring: 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.Program

1. Research tools
2. Information measurement and scales validation.
3. Primary sources: experimentation.
4. Qualitative Analysis
- 5 . Case method
6. Research work revision an publication structure, content and process.
7. How to revise research literature

### 5.4.Planning and scheduling

The schedule of sessions will be made public on moodle, the presentation of papers and other activities will be communicated by the responsible teacher through the appropriate channels.

### 5.5.Bibliography and recomended resources