



"El saber de mis hijos
hará mi grandeza"

UNIVERSITY OF SONORA

Central Region Unit
School of Economic and Administrative Sciences
Department of Economy
International Business and Trade Degree

Identification Data

Subject: Qualitative and Quantitative Research	Formative Pillar: Basic
Teaching-learning process: Course and Workshop	Previous requirement: Research Methodology
Hours per week: 4	Subsequent subject:
Type: Mandatory	Credit Value: 6

Introduction:

Research Seminar I, theory and practical subject, gives the student the methodology elements necessary to do a bachelors thesis through a research project and/or intervention that manifest the practical application of the knowledge and skills on their professional field. In this class, the traditional methods of qualitative research, as the contemporary approaches in qualitative terms applied in the field of work will be applied. It is essential that the student as a future professional, be able to execute a project from start to finish and can contribute in the process they participate.

General objective:

The student will elaborate a preliminary research project according to his field of study and / or work, where he will develop various procedures and techniques that allow him to know and implement various research methods and approaches.

Specific Objectives:

Identify areas and or aspects of interest to be research objects.
 Know several possible presentation formats that can be used in a research
 Define and develop various qualitative and quantitative procedures and techniques used in research projects
 Elaborate the process research program

Proficiency Units:

1. Research as knowledge and internalization
 - 1.1 Why research
 - 1.2 The research importance in its study/work field
 - 1.3 Epistemology, Methodology and Technology interrelation
 - 1.4 Rules to choose a research
2. Research presentation formats
 - 2.1 Dissertation
 - 2.2 Thesis
 - 2.3 Research publication
 - 2.4 Research report
 - 2.5 Book
3. Description of the qualitative and quantitative research.
 - 3.1 Qualitative
 - 3.1.1 Purpose of the qualitative approach
 - 3.1.2 Essential features of the qualitative research
 - 3.1.3 Qualitative research field.
 - 3.2 Quantitative
 - 3.2.1 Purpose of the quantitative approach
 - 3.2.2 Essential features of the quantitative approach
 - 3.2.3 Quantitative research field.
4. Research project preparation
 - 4.1 Initial approach of the research theme and problem
 - 4.2 Aspects to be considered in the research preparation
5. Diagnosis
 - 5.1 Diagnosis definition
 - 5.2 Diagnosis characteristics
 - 5.3 Analysis model
 - 5.4 Diagnosis project
6. Diagnosis project techniques.
 - 6.1 Observation
 - 6.2 Interview
 - 6.3 deep interview
 - 6.4 narrative
 - 6.5 photography
 - 6.6 poll
 - 6.7 questionnaire
 - 6.8 focus group
 - 6.9 diagnosis seminar
 - 6.10 attitude scale
 - 6.11 Semantic differential

Teaching strategies:

This class has a theory and practical approach. So, the objective for this strategy will be to give the student the needed theoretical knowledge to understand the research approaches and techniques. Simultaneously, he should have the necessary resources to identify the area of application of this knowledge, and to analyze the realities in his work environment. The need to interweave the theoretical aspect with the practical one is evident. The use of technological programs should be promoted especially for the practical work. It is also important to gradually take the student to self-learning and self-evaluation.

Evaluation: general criteria for successful completion of course:

The following criteria will be considered with the objective to have an integral evaluation:

- a) Homework with a practical application in organizations of theoretical concepts and procedures studied.
- b) Periodic evaluation of the gained knowledge
- c) Evaluation of the final project which should reflect the application of theoretical knowledge in practical cases
- d) Final evaluation, where the concepts are integrated and mentioned in the previous subsections.

Bibliography

Alvares, Gayou Juan Luis (2005). Como hacer Investigación Cualitativa: Fundamentos y Metodología. México. Paidós.

Briones, Guillermo (2006). **Métodos y Técnicas de Investigación para las Ciencias Sociales**. Mexico. Trillas.

Flick U. (2004). **Introducción a la Investigación Cualitativa**. España. Ed. Morata

Galindo C, Jesus. (1998). **Técnicas de Investigación: En Sociedad, Cultura y Comunicación**. México, Ed. Pearson

Gonzalez, Rey Fernando Luis (2000). **Investigación Cualitativa en Psicología**. Mexico, Ed. Thompson.

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Mejía A, Rebeca y Sandoval Sergio (1999). **Tras las vetas de la Investigación Cualitativa**. México, ITESO.

Namakforoosh, Mohammad. (2005) **Metodología de la Investigación**. México, Ed. Limusa

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Schmelkes, Corina (1998). Manual para la presentación de anteproyectos e informes de investigación. México, Ed. Oxford.

Tamayo, Tamayo Mario (2006). **El Proceso de la Investigación Científica**. México, Ed. Limusa.

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Zorrilla Santiago (1992). **Guía para Elaborar la Tesis**. México, Ed. Mc. Gaw Hill

Desired academic profile for person in charge of course:

Possess at least a Master's degree or specialization in areas related to the specific subject's field.

Professional experience in research.

Teaching experience in Higher Education of at least 2 years in research methods and techniques.

Teaching and technological training:

- Ease in teaching-learning tasks.
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Course the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)

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