



UNIVERSIDAD DE SONORA

"El saber de mis hijos
hará mi grandeza"

CENTRAL REGION UNIT
SCHOOL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
ECONOMICS DEPARTMENT
BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS AND TRADE

Identification Information:

Name of the subject: Research Methodology	Previous Subject Requirement: None
Formative Pillar: Basic	Subsequent Subject: Quantitative and Qualitative Research
Didactic unit: Course-workshop	Class Hours: 4 per week (2 theory, 2 practice)
Academic Requirements:	Credits: 6

INTRODUCTION

The theoretical-practical subject **Research Methodology** provides students with the initial epistemological and technical foundations for the development of their research and scientific capabilities in the field of business. This course studies both the traditional approach to quantitative research and the contemporary qualitative approach, which many academics and researchers have used in their studies and research in recent years.

GENERAL OBJECTIVE

Students will know the main phases and techniques of research and will be able to handle the methodological instruments of reasoning, interpretation and application of the different approaches of scientific analysis in the different business contexts. Likewise, he or she will understand the importance of research in the development of organizations.

SPECIFIC OBJECTIVES:

Students will:

- Enhance their analysis, synthesis and communication capabilities.
- Awaken their sensitivity to the scientific method.
- Identify qualitative research as a valuable tool to facilitate knowledge and understanding of organizational communication.
- Carry out research in their field of study and/or work.

THEMATIC CONTENT

1. The research process
2. The quantitative and qualitative approaches
3. Origin of a research project
4. Problem statement: objective, research questions and justification of the study
5. Elaboration of the theoretical framework.
6. Scope of research: exploratory, descriptive, correlational or explanatory.
7. Hypothesis formulation.
8. Research designs
9. Sample selection
10. Data record
11. Data analysis
12. Discussion of results
13. Conclusions
14. Elaboration of the research report.

TEACHING STRATEGIES

This course has a theoretical-practical focus. As a result, the working strategy will aim at providing the student with the necessary theoretical knowledge to understand the research approaches and techniques. At the same time, they will be trained with the necessary resources to identify in their field of work, the areas of application of this knowledge, and know how to use it as a valuable tool that leads to identify, know, analyze the realities of their work context. The need to interweave the theoretical aspect with the practical one is therefore evident. The use of computer packages should also be promoted, especially for their practical work. It is also very important to gradually bring the student to self-learning and self-assessment.

EVALUATION CRITERIA AND STRATEGIES:

In order to achieve a comprehensive assessment of learning in the subject, the following criteria and assessment strategies will be considered:

- a) Propose tasks that require the practical application in organizations of the theoretical concepts and procedures studied. Self-evaluation strategies can be used here.
- b) Regular assessment of the knowledge gained.
- c) Evaluation of the final project carried out in which the application of theoretical knowledge to practical cases must be reflected.
- d) Final evaluation where the concepts indicated in the previous paragraphs are integrated.

DIDACTIC RESOURCES (BIBLIOGRAPHY, SOFTWARE, DATA BANKS)

Basic Bibliography:

Bernal, César Augusto (2006). **Metodología de la Investigación. Para Administración, Economía, humanidades y ciencias sociales.** Segunda Edición, Editorial Pearson Educación, México, D.F.

Hernández Sampieri, Roberto S., Fernández, Carlos C., Baptista, Pilar L. (2010).

Metodología de la Investigación, Quinta Edición, Editorial McGraw Hill, México, D.F.

Schmelkes, C. y Elizondo, N. (2010). **Manual para la presentación de anteproyectos e informes de investigación (tesis).** Tercera Edición, Oxford University Press, México, D.F.

Complementary Bibliography:

Chávez Pérez, F. (2003). **Redacción Avanzada. Un enfoque lingüístico.** Tercera Edición, Editorial Pearson Educación, México, D.F.

Méndez, Carlos A. (1995). **Metodología.** McGraw Hill, México, D.F.

Salkind, Neil J. (1999). **Métodos de investigación.** Prentice Hall, México, D.F.

Computer packages:

SPSS (Statistical Package for Social Sciences) 17.0 for Windows.

EQS 6.1; Smart PLS; PLS Graph / Windows (Structural equation model package in Windows environment)

DESIRABLE ACADEMIC PROFILE IN TEACHING

Academic:

Have at least a Master's degree.

Professional training:

Experience in scientific research

Teaching experience:

Have at least two years of teaching experience in teaching research methods and techniques.

Didactic and Pedagogical Education:

- Ease in carrying out teaching tasks.
- Ease of communication with students as a group or individually.
- Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).
- Knowledge of computer packages related to the course.
- Complete the institution's professional development process.
- **Other:** English language proficiency (specifically, the four basic skills).