



UNIVERSIDAD DE SONORA
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 Topics	Formative Pillar: Specializing
Didactic unit: Course -workshop	Previous Subject Requirement:
Class Hours: 4 per week (2 theory, 2 practice)	Subsequent Subject:
Subject Type: Elective	Credits: 6

Introduction

The subject Research Topics, a theoretical-practical type, provides the student with the necessary methodological elements to elaborate their Presentation Formats in Research through a research project that shows the practical application of the knowledge and skills of their field of action as professionals. Students will know and differentiate the key elements of quantitative and qualitative research; as well as the relevant aspects to consider in the analysis and presentation of results which will allow you to obtain the bases to intervene, diagnose and propose alternative solutions or information to crucial issues according to your profile.

General Objective

Students will develop a research project according to his/her field of study and/or work. Through this project students will know and develop an investigation process that will allow him to contribute knowledge, solutions, proposals to diverse situations of his professional scope through a report of results properly raised and structured

Specific Objectives:

- Carry out research in your field of study and/or work that will allow you to put into practice crucial elements of what you have acquired throughout your career.
- Formulate a report of the results obtained, highlighting the specific contribution of the research project.

Thematic Content

1. Design of the qualitative research process
 - 1.1. Delimitation of the topic
 - 1.2. Objectives
 - 1.3. Problem statement
 - 1.4. Data collection and information
 - 1.5. Categorization and analysis
 - 1.6. Interpretation and theory
 - 1.7. Research evaluation
 - 1.8. Research report preparation

2. The process of quantitative research
 - 2.1. Initiating research: the research topic and problem
 - 2.2. Conceptual framework
 - 2.3. Research problems and hypotheses
 - 2.4. Selection of variables
 - 2.5. Sampling
 - 2.6. Measurement: instruments used
 - 2.7. Information Processing
 - 2.8. Interpretation of data
 - 2.9. Graphical representation and tables

3. Types of research
 - 3.1. Qualitative
 - 3.1.1. Action research
 - 3.1.2. Ethnography
 - 3.1.3. Life history
 - 3.1.4. Ethnomethodology
 - 3.1.5. Historic
 - 3.1.6. Case study

 - 3.2. Quantitative
 - 3.2.1. Experimental
 - 3.2.2. Descriptive
 - 3.2.3. Ex Post Facto
 - 3.2.4. Case study

4. Research report preparation: How to present reports

4.1. What to tell the readers

- 4.1.1. Methodology
- 4.1.2. Time and extent of the study
- 4.1.3. Nature of scenarios and informants
- 4.1.4. Mental framework of the researcher
- 4.1.5. Relationship with informants
- 4.1.6. Data control

4.2. Process

- 4.2.1. Outline of ideas
- 4.2.2. Identifying the audience, adapting style and content
- 4.2.3. Foundation analysis

5. Ethics and Research

Teaching Strategies

In this course we have the theoretical and practical approach. Therefore, the work strategy will aim to provide the student with the necessary theoretical knowledge that will allow him/her to understand the essential aspects to be considered in the research procedures and in the presentation of results, through the development of his/her own research project.

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) Periodic evaluation of the knowledge obtained through the presentation of progress in the research project.
- b) Evaluation of the final project carried out in which the application of theoretical knowledge in practical cases should be reflected.
- c) Final evaluation, where the concepts indicated in the previous paragraphs are integrated.

Teaching Resources (Bibliography, software, data bank)

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

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

Flick U, (2004) Introducción a La Investigación Cualitativa. España. Ed. Morata

Galindo C, Jesús. (1998) Técnicas de Investigación: En sociedad, Cultura y Comunicación. México, Ed. Pearson.

González, Rey Fernando Luis. (2000). Investigación Cualitativa en Psicología. México, Ed. Thompson.

Martínez, Miguel (1994). La Investigación Cualitativa Etnográfica en Educación. México, Ed. Trillas.

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.

Rodríguez Gómez, Gregorio. (1999). Metodología de la Investigación Cualitativa. Málaga, Ed. Aljibe.

Rodríguez Dario. (2005). Diagnóstico Organizacional. México. AlfaOmega

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.

Taylor, S.J. (1987). Introducción a los Métodos Cualitativos de Investigación. España: Ed. Paidos.

Zorrilla Santiago (1992). Guía para Elaborar La Tesis. México: Ed. Mc Graw Hill.

Desired academic profile of the teacher:

Academic:

A Master's degree as a minimum requirement.

Professional Education:

Research Experience

Teaching Experience:

Teaching experience in teaching research methods and techniques.

Minimum two years.

Teaching Education:

Ease in carrying out teaching-learning tasks

Ease of communication with students as a group or individually

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills).