



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE:** Research Seminar (1472102)

**PROGRAM:** Bachelor of International Marketing & Logistics Administration (BIMLA)

**LEVEL OF STUDY:** Undergraduate Program

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Operations Management		
<b>SEMESTER</b>	First		
<b>SUBJECT TYPE</b>	Mandatory		
<b>CREDIT POINTS</b>	2		
<b>CLASSROOM HOURS PER WEEK</b>	2		
<b>PRE-REQUISITES</b>	None		
<b>LANGUAGE</b>	Spanish		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"><li>• Reading materials include international journal articles</li><li>• Reading materials in English</li><li>• Research tasks on intercultural contexts</li><li>• Development of projects with international or intercultural focus</li><li>• International cases are used and compared against national reality</li><li>• International bibliography is used</li></ul>		
<b>COURSE DETAILS</b>			
<b>COURSE DESCRIPTION</b>	To learn the importance of the applied scientific method and how research is applied to each profession, understanding that academic and business projects must be addressed from research.		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>
	Identifying a problem related to the major.	Skill	ILO01 BIMLA ILO 06
	Analyzing and classifying relevant information to create a theoretical framework.	Skill	ILO01 ILO02

	<p>Developing a research project that responds to a problem related to the International Marketing and Logistics Administration issues.</p>	Context	ILO02 ILO03	
<b>* Intended Learning Outcome</b>				
ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.				
ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.				
ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.				
BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.				
<b>COURSE CONTENTS</b>	MODULE I: Research introduction MODULE II: Research approaches and scopes MODULE III: Communicating results			
<b>METHODOLOGY</b>	Project Based Learning Collaborative Learning Simulation Models Workshop			
<b>ASSESSMENT</b>	<p>This course will be evaluated by means of a project that will be done along the semester and assessed in three progressive parts, which comprises a complete investigation. In addition, there will be workshops and class presentations.</p> <p>Given that research is a constant on-going process of review, feedback, exchange, building and rebuilding, in other words, it is not a linear one, the process of research production will be evaluated, both individually and collaboratively, in teams research progress, final report, scientific poster, and the defense of the developed project.</p> <p>At the same time, students will be invited to maintain a permanent reflection attitude on their progress in developing of their research, comprehensive and teamwork skills through the development of self-assessment and co -assessment exercises.</p> <p>The evaluation process is divided into three stages:</p> <p>First part (30%) Advance research report I: Problem statement; Class exercises; Reading reports</p>			

	<p>Second part (30%): Advance research report II: Theoretical framework, and methodological design and information gathering tools. Class exercises. Reading Plan: Reading Reports</p> <p>Final Part 40 %: Research Report. Defence</p>
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