

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Research Methodology (962901)

PROGRAM: Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BA&S	2			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64
LEARNING PREREQUISITES	<ul style="list-style-type: none">Know the concept of service, quality and hospitability				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">Vocabulary and technical language to communicate in different cultural contexts.Research and/or projects with international and intercultural components.				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators that allows them to build a complete and structured scientific research project. For this, the course emphasizes how to properly write the formal parts that make up an investigation, among which are: the problem, the hypotheses and the objectives, among others.					
KEY WORDS:	Methodology, research, research project, field work.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 BA&S ILO08	Build a problem and a hypothesis	Knowledge	Introduction to scientific research <ul style="list-style-type: none">• Objectives and presentation of the class program• What is a research project?• What does it consist of?• Class work: article Research topic definition <ul style="list-style-type: none">• What is a research topic?• How to choose a research topic?• To be able to determine what is the central theme of a text The problem <ul style="list-style-type: none">• What is a problem?• Translate a research topic into a problem• Research objectives and questions• The justification• The bibliography necessary to define a problem The hypothesis and the different ways of citing <ul style="list-style-type: none">• What is a hypothesis?• How to formulate a hypothesis for a research work?• Identify hypotheses in different texts• The different ways of citing a text	Theoretical Class	Summative Assessment

		Design a theoretical framework for an investigation.	Skills	<p>Introduction to scientific research</p> <ul style="list-style-type: none"> • Objectives and presentation of the class program • What is a research project? • What does it consist of? • Class work: article <p>The hypothesis and the different ways of citing</p> <ul style="list-style-type: none"> • What is a hypothesis? • How to formulate a hypothesis for a research work? • Identify hypotheses in different texts • The different ways of citing a text <p>Final work</p> <ul style="list-style-type: none"> • Solve last doubts • Refine arguments • Final work submission: all students • Feedback 	<p>Projects Based Learning</p> <p>Thinking-Based Learning</p>	Summative Assessment
		Distinguish pertinent bibliographic sources and know how to cite them correctly.	Knowledge	<p>The hypothesis and the different ways of citing</p> <ul style="list-style-type: none"> • What is a hypothesis? • How to formulate a hypothesis for a research work? • Identify hypotheses in different texts • The different ways of citing a text <p>The hypothesis, the arguments and the work plan</p> <ul style="list-style-type: none"> • What serves as an argument in a research project and what does not? • How to make the arguments? • How to make a work plan? • The different ways of finding the arguments: field work and theoretical research • Class in virtual room: theoretical research <p>Example of a research paper</p> <p>The introduction</p> <ul style="list-style-type: none"> • How to make an introduction in a scientific research project? • Contextualization • The concepts and their definitions • List authors • The research questions and the methodology used. <p>Introduction to scientific research</p> <ul style="list-style-type: none"> • Objectives and presentation of the class program • What is a research project? 	Observation Based Learning	Formative Assessment

				<ul style="list-style-type: none">• What does it consist of?The hypothesis and the different ways of citing• What is a hypothesis?• How to formulate a hypothesis for a research work?• Identify hypotheses in different texts• The different ways of citing a text Final work <ul style="list-style-type: none">• Solve last doubts• Refine arguments• Final work submission: all students• Feedback		
	Sustain a research work in front of an audience.	Knowledge	Final work <ul style="list-style-type: none">• Solve last doubts• Refine arguments• Final work submission: all students• Feedback	Projects Based Learning	Formative Assessment	
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.						
BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.						
BIBLIOGRAPHY	<ul style="list-style-type: none">• Day, R. A. (1996). Cómo escribir y publicar trabajos científicos. Washington, D.C.: Organización Panamericana de la Salud, Oficina Sanitaria Panamericana, Oficina Regional de la Organización Mundial de la Salud.• Sampieri, R. H., Collado, C. F., & Lucio, P. B. (2014). Metodología de la investigación. México, D.F.: McGraw-Hill Education.• Zabala S. (2009), “Guía a la redacción de estilo APA, 6ta edición. Recuperado de: http://www.suagm.edu/umet/biblioteca/pdf/GuiaRevMarzo2012APA6taEd.pdf• Da Silva, L. (2005). Metodologia da pesquisa e elaboração de dissertação. Recuperado de: https://projetos.inf.ufsc.br/arquivos/Metodologia de pesquisa e elaboracao de teses e dissertacoes 4ed.pdf					