

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

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

**PROGRAM:**

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

**LEVEL OF STUDY:**        **Undergraduate Programme**

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Operations Management				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BIMLA	1			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64
LEARNING PREREQUISITES	N/A				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"><li>Vocabulary and technical language to communicate in different cultural contexts.</li></ul>				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	9. Industry, Innovation, and Infrastructure					
COURSE DETAILS						
COURSE DESCRIPTION	This subject enhances in the student the importance of the applied scientific method and how research is developed in their profession, understanding the way in which academic and business projects should be approached.					
KEY WORDS:	Research seminar, scientific method, introduction to research					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01	Learn to identify a problem associated with marketing and logistics within a global environment.	Knowledge	- Recognition of the parts of a Research project: Proposal of the Problem in a local or global environment. - Preparation of a theoretical framework and bibliographic review. - Approaches and scope of the investigation. - Rules for the drafting of preliminary projects and research projects.	Theoretical Class	Summative Assessment
	ILO02	Critically analyze and classify pertinent information to create a research document	Skill	- How a methodology is adjusted with respect to its objectives. - Management of results, its different analyzes. - How to reach to a conclusion? - Means of socialization of research results.	Projects Based Learning	Formative Assessment
	ILO04	Ethically and responsibly apply all investigation protocols, understanding the	Attitude	- What is research and its relevance to daily life.	Projects Based Learning	Formative Assessment

		seriousness and consequences of an act of fraud.		- Search and classification of information / use of databases.		
	ILO05	Learn to classify and critically analyze pertinent information to create a research document.	Knowledge	- Search and classification of information / use of databases. - Rules for drafting preliminary projects and research projects.	Theoretical Class	Summative Assessment
	ILO06	Develop the ability to structure a research project that responds to a problem of the topics corresponding to the International Marketing and Logistics Administration	Knowledge	- Search and classification of information / use of databases. - Parts of a Research project: Statement of the Problem.	Theoretical Class	Summative Assessment
	BIMLA ILO07	Prepare a research project that answers a problem of the topics corresponding to the International Marketing and Logistics Administration)	Skill	- Search and classification of information / use of databases. - Parts of a Research project: Statement of the Problem.	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.

ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.

ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.

ILO06: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).

BIMLA ILO07: Apply technical skills associated with marketing and logistics in the decision making process of the firm.



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**La Sabana**

<b>BIBLIOGRAPHY</b>	<ul style="list-style-type: none"><li>• Bernal C. (2006). Metodología de la Investigación. México Pearson educación.</li><li>• Albert M. 2007 . La investigación educativa. Claves teóricas. Madrid McGraw-Hill.</li></ul>
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