

# UNIVERSIDAD DE GUADALAJARA



## CENTRO UNIVERSITARIO DE CIENCIAS ECONÓMICO ADMINISTRATIVAS

### MASTER OF BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT	Research methodology with emphasis on case study						
2.- KEY OF MATTER	D0794						
3.- PREREQUISITES	None						
4.- SERIALIZATION	None						
5.- TRAINING AREA	Mandatory Basic Common						
6.- DEPARTMENT	Social and Legal Sciences						
7.- ACADEMY	Research Methodology						
8.- TYPE OF COURSE	Classroom						
9.- TYPE OF SUBJECT	Course						
10.- WORKLOAD	<table border="1"><thead><tr><th>HBCA</th><th>HAI</th><th>TOTAL</th></tr></thead><tbody><tr><td>48</td><td>64</td><td>112 Hrs.</td></tr></tbody></table>	HBCA	HAI	TOTAL	48	64	112 Hrs.
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48	64	112 Hrs.					
11.- CREDITS	7						
12.- EDUCATION LEVEL	Graduate / Masters						

### **13.- PRESENTATION**

The changing context from the "Third Industrial Revolution", where the forms, methods and management techniques are developed rapidly, requires finding new ways to solve problems.

The professionals from different careers studying in the Masters of the University Center for Economic and Administrative Sciences of the University of Guadalajara, require methodological training to apply specialized knowledge postgraduate offer them to their areas of work.

In order to better link the theoretical knowledge with practical application environments in the current context, this program of research methodology is presented for the content and forms of instruction in the art are directed to meet the needs maestranteras specific profile of profesionalizante in the field of economic administrative areas.

For these reasons it is necessary that during the course of their studies the students formulate a research project aimed at solving specific problems of the organizations where they work in order to explore, describe, correlate and explain the relationships between variables that contribute to the solving very specific problems that are classified as "Case Studies".

### **14.- TRAINING STUDENT PROFILE**

The master student be trained in the design and conduct research focused on the theory and practice of economic science in administrative organizations, so that at the end of the course, present a draft feasible and relevant for further investigation during the time realization duration of the curriculum of the program in question

### **15.- PROGRAM OBJECTIVES**

#### **General Objectives**

Strengthen systemic thinking in students, to allow them to produce knowledge and respond to specific problems of administrative economic areas.

Acquire the necessary tools for scientific research method capable of applying them in the design of the research protocol of a specific case.

Develop the skills necessary for the formulation and implementation of the research project for the dissertation.

#### **Specific Objectives**

Apply the concepts and stages of scientific research addressing the science in business administration.

Understand the purposes of a research plan, systematizing knowledge developed over matters has accredited.

Describe the fundamentals of scientific knowledge and its importance at the present time.

The preliminary design (protocol) research that is the basis for the work of degree.

## **16.- THEMATIC CONTENT**

### **MODULE 1**

#### **INTRODUCTION TO SCIENTIFIC RESEARCH PROCESS**

- 1.1 What is research?
- 1.2 Why research?
- 1.3 Why investigate?
- 1.3 Definitions of Science
- 1.4 The scientific method

### **MODULE 2**

#### **METHODOLOGY OF SCIENTIFIC RESEARCH**

- 1.1 Qualitative method
- 1.2 Quantitative Method
- 1.3 The ethics of scientific research

### **MODULE 3**

#### **THE CASE STUDY PROTOCOL**

- 1.1. La Case Study Methodology
- 1.2 Definition and Background
- 1.3 Criteria for choosing a Research Methodology
- 1.4 The evolution of Case Studies
- 1.5 General considerations regarding the design of Case Studies
- 1.6 Case Study protocol
  - 1.6.1 Background
  - 1.6.2 Justification
  - 1.6.3 Problem
  - 1.6.4 Aim and individuals
  - 1.6.5 Assumptions
  - Chapters 1.6.6 Breakdown
  - 1.6.7 Bibliography and Schedule of Activities

## **17.- REFERENCES**

Bravo, Ricardo. (1994). *Metodología de la investigación económica*. México: Alhambra.

Bernal, Cesar Augusto. (2000). *Metodología de la investigación para administración y economía*. Bogotá, Colombia: Prentice Hall.

Eyssautier de la Mora, Maurice. (2002). *Metodología de la Investigación, Desarrollo de la Inteligencia*. México: Thomson Learning.

Hernández, Roberto. Fernández, Carlos y Baptista, Lucio Pilar. (2006) *Metodología de la Investigación*. (4ª. Ed.). México: Mc. Graw Hill.

Jurado Rojas, Yolanda (2005). *APA-MLA-ML, Técnicas de investigación documental, Manual para la elaboración de tesis, monografías, ensayos e informes académicos*. México: Thomson.

Méndez Álvarez Carlos Eduardo (4ª. Edición, 2006) *Metodología. Diseño y Desarrollo del Proceso de investigación con énfasis en Ciencias Empresariales*. México: Limusa Noriega Editores.

## **18.- PROFESSIONAL APPLICATION**

The research methodology is a basic tool for situational analysis of companies and for the design and planning of development strategies.

## **19.- PROFESSORS TEACHING MATTER**

Dr. Roberto Jiménez Vargas  
Dr. Raúl Vicente Flores  
Dra. Lourdes Nayeli Quevedo Huerta

## **20.- TEACHER PROFILE**

Teachers participating in this academy, require prior experience in research projects.

## **21.- TEACHING LEARNING PROCESS**

The teaching-learning process was characterized by activities include analytical, reflective, individual, group, nature and through the Internet.

Among learning strategies they are considered: previous readings, processing chip summary, discussion topics, exercises, research, formulation testing, exposure teacher, exposing students, flipchart, practical exercises, slides, films, textbooks, reading special publications.

## 22.- EXTRACURRICULAR ACTIVITIES

- ▣ Assistance and / or participation in conferences, congresses and seminars.
- ▣ Work from the beginning and throughout the course, basic for conducting research exercise and the production of scientific texts tools.
- ▣ Encourage reflection and discussion of topics from questions posed by the teacher.
- ▣ Search supplementary materials to support ongoing activities in libraries, newspaper libraries, official institutions and websites.
- ▣ Produce materials that support understanding of the interrelationships between theory, method and technique as well as the complementarity of the different research methods.
- ▣ Check abstracts in which the characteristics of different research and methodological procedure are identified.
- ▣ Submit
- ▣ Reviews and comparisons of the data analyzed in that full references consulted recorded material.
- ▣ Participate in debates on the subject read in teams.
- ▣ Periodically assess the progress of the research project.

## 23.- FORMULATION, APPROVAL AND VALIDATION

Academy Research Methodology, College and Departmental Academic Board

## 24.- EVALUATION OF LEARNING

Thesis project	45%
Task and progress	25%
Assistance	10%
Participation	<u>20%</u>
Total	100%

## 25.- CURRICULAR EVALUATION

The criteria for evaluating curricular decide as a body and are basically set:

- ▣ The relevance of content for professional performance.
- ▣ The results reported by the students in the practical application of the contents.
- ▣ The time available for program implementation.

## 26.- CURRICULUM MAP

[http://web.cucea.udg.mx/posgrados/tipo02.php?id=11&cont=plan\\_est](http://web.cucea.udg.mx/posgrados/tipo02.php?id=11&cont=plan_est)

**27.- PARTICIPANTS AND DATE OF PROCESSING PROGRAM**

The Legal Department College of Social Sciences and APPROVES the syllabus: Research methodology with emphasis on case study.

2015  
Departmental School