



UNIVERSIDAD DE GUADALAJARA

**CENTRO UNIVERSITARIO DE
CIENCIAS ECONÓMICO ADMINISTRATIVAS**

MAESTRÍA EN ADMINISTRACIÓN DE NEGOCIOS

1.- NAME OF THE SUBJECT

Selected Topics in Management

2.- KEY OF MATTER

D0863

3.- PREREQUISITES

None

4.- SERIALIZATION

None

5.- TRAINING AREA

Particular compulsory

6.- DEPARTMENT

Administration

7.- ACADEMY

8.- TYPE OF COURSE

Classroom

9.- TYPE OF SUBJECT

Course

10.- WORKLOAD

HBCA	HAI	TOTAL
48	48	96 Hrs.

11.- CREDITS

6

12.- EDUCATION LEVEL

Graduate / Masters

13.- PRESENTATION

The contents and activities of this programme, give continuity to the training on methodology of research of the students of the master's degree in business administration. Once your research project was elaborated in the previous course, in this are they undertaking to carry out fieldwork (data collection).

14.- TRAINING STUDENT PROFILE

The master student will develop the skills needed to do the work of field (collection of data) required to resolve the issues raised in its research protocol.

15.- PROGRAMME OBJECTIVES

General objective:

The student will design and operate the strategy to carry out field work and collect data that requires your research (thesis).

Particular objectives:

- Designing the strategy to carry out fieldwork;
- Establish a schedule of work, noting in detail activities and dates;
- Run the field, according to the schedule job.

Start the processing of the results (development of databases)

16.- SUBJECT MATTER

Unit 0. Frame:

- 1.1.presentation of the professor.
- 1.2.dynamics of work.
- 1.3.course objectives.
- 1.4.evaluation criteria

Unit 1. Methodological design of the problem to investigate

- 1.1.1. Research question
 - 1.1.1.1. hypothesis
 - 1.1.1.2.variables
 - 1.1.1.3.shows

Unit 2. Data collection

- 2.1 method of research
 - 2.1.1. choice and justification of the instruments

2.1.2 design of instruments

Unit 3. Strategy for fieldwork (data collection)

3.1 description of the context (where)

3.2 design of the strategy (when and how)

1.1.1 Schedule of activities

3.2.2. survey information

Unit 4. The data processing

4.1 database

4.2 preliminary analysis of results

17.- BIBLIOGRAPHY

1. Bernal, C. A. (2010). Metodología de la investigación para economía, administración, humanidades y ciencias sociales. (3a Ed.) México: Pearson Educación.
2. Díaz de Salas, S.; Mendoza, V.M.; Porras, C. (2011). Una Guía para la elaboración de Estudios de Caso. Razón y Palabra, Libros Básicos en la Historia del Campo Iberoamericano de Estudios en Comunicación, 75. Disponible en: http://www.razonypalabra.org.mx/N/N75/varia_75/01_Diaz_V75.pdf
3. Hernández, R; Fernández, C.; Baptista, L. (2010). Metodología de la Investigación. (5ª Ed.) México: Mc. Graw Hill.
4. Méndez Álvarez Carlos Eduardo (2006) Metodología. Diseño y Desarrollo del Proceso de investigación con énfasis en Ciencias Empresariales (4a Ed.) México: Limusa Noriega Editores.
5. Stake, R.E. (2010) Investigación con estudio de caso. (5a Ed.) Madrid: Ediciones Morata.

18.- PROFESSIONAL APPLICATION

Skills for research that will do the masters in business administration, will allow to investigate with scientific rigor, specific problems of their workplace, to find innovative alternatives that contribute to increased productivity in organizations

19.- TEACHERS

Dra. Sara Robles Rodríguez

20.- TEACHER PROFILE

The teacher, who teaches this subject, should show proof of postgraduate studies; have experience and skills for research, as well as a solid didactico-pedagogical formation.

21.- TEACHING-LEARNING PROCESS

Given that this subject he studied in workshop mode and that its objectives are raised in relation to the obtaining of products, the pedagogical dynamics is based on the permanent activity of students and is oriented to:

- Progressively join the knowledge to solve specific problems;
- Confront different points of view to generate the conflict hypothesis;
- Articulate different perspectives in the analysis of a situation.

The role of the students in self-employment must be disciplined and self-managed, to perform the following tasks:

1. presentation of the objectives; hypothesis/research question; shows; list of variables; method of investigation (field observation, interviews, questionnaires, etc.)
2. Presentation of a table of variables, a draft of the measure, according to the selected method of research instruments, and a draft of the strategy for the field work.
3. Presentation of the final instruments and the schedule of activities for the gathering of data.
4. Lifting of data (application of instruments)
5. Start the processing of information (databases)

The role of the student in the classroom consists of attentive listening and empathic to peers, to provide feedback and enrich their work with comments and suggestions specific and argued; but also to rescue items that benefit their own project.

The role of the teacher consists in monitoring and permanent feedback to self-employment activities, to promote the fulfilment of the tasks and objectives of the course. In the classroom it will lead to an atmosphere of cooperation and commitment, towards himself and his companions. It will stimulate debate and argumentation of ideas.

22.- ACTIVIDADES EXTRACURRICULARES

- Participate in conferences and seminars, of preference as speakers;
- Permanent consultation of databases to locate information ad hoc to explain and discuss your project research.

23.- FORMULATION, APPROVAL AND VALIDATION

Formulated by the teachers who taught the subject and approved by the Academy's methodology with the approval of the departmental Association..

24.- ASSESSMENT OF LEARNING

N ^o	ACTIVITY	SCORE	OBSERVATIONS
1	Presentation to the plenary the progress in activities identified in the content.	Up to 15 points	Each student must present at least once, progress on the activities identified in the content.
2	Attitude and participation in the classroom	Up to 15 points	Attention and interest to feedback the work of peers; as well as the quality of your comments and suggestions for improvement; In this qualification the opinion of who receives the feedback will be considered
3	Methodological design of the problem to investigate	Up to 20 points	Get 20 points, involves covering the points included in the unit 1.
4	Justification of the choice of instruments. Their design	Up to 20 points	Get 20 points, involves covering the points included in unit 2.
5	Design of the strategy for field work	Up to 20 points	Get 20 points, involves covering the points included in unit 3.
6	Start the processing of the data	Up to 10 points	Get 10 points, involves covering the points included in unit 4.
TOTAL		100 POINTS	
Note: You must take in account that does not meet the activity 3, eliminates the possibility of meet the following (4, 5 and 6)			

25.- CURRICULUM EVALUATION

26.- CURRICULUM MAP

27.- PARTICIPANTS AND DATE IN THE ELABORATION OF THE PROGRAMME

Dra. Sara Robles Rodríguez

2015

