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| <b>POLI</b><br><b>ESCOLA SUPERIOR</b><br><b>TECNOLOGIA</b><br><b>GESTÃO</b><br><b>TÉCNICO</b><br><b>GUARDA</b> | <b>SUBJECT DESCRIPTION</b> | <b>MODELO</b><br>PED.013.03 |
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|                                                                                                           |                      |                      |           |              |              |   |
|-----------------------------------------------------------------------------------------------------------|----------------------|----------------------|-----------|--------------|--------------|---|
| Course                                                                                                    | Master in Management |                      |           |              |              |   |
| Subject                                                                                                   | Research Methods     |                      |           |              |              |   |
| Academic year                                                                                             | 2023-2024            | Curricular year      | 1st       | Study period | 1st semester |   |
| Type of subject                                                                                           | Compulsory           | Student workload (H) | Total: 84 | Contact: 45  | ECTS         | 3 |
| Professor(s)                                                                                              | Amândio Baía         |                      |           |              |              |   |
| <input checked="" type="checkbox"/> Area/Group Coordinator<br><input type="checkbox"/> Head of Department | (select)             | Amândio Baía         |           |              |              |   |

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

- Learn the concepts of the nature of empirical research;
- Identify a research problem and carry out the bibliographic review;
- Define an investigation methodology and provide tools for effective planning;
- Prepare a final investigation report and proceed for the formal presentation of research in different contexts and under different modes.
- Development of skills to write a scientific article in a given area.

### 2. PROGRAMME

- **Research Methodology**
  - Meaning of Research
  - Types of Research
  - Research Methods *versus* Methodology
  - Research and the Scientific Method
  - Investigation Process
  - Experimental, Descriptive, Correlational and Causal Research
- **Definition of the Research Problem**
  - What is a research problem?
  - Need to define the problem
  - Techniques involved in defining the problem
  - Formulation of research objectives
  - The use of theory
- **Literature Review**
  - Use of literature - Critical review
- **Research Design**
  - Objective - purpose
  - Research questions and hypotheses
  - Quantitative, Qualitative and Mixed Methods
  - Basic principles of experimental drawings

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- **Ethics in Scientific Research**
  - Value system
  - Ethical practices
  - Plagiarism
- **The Publication of Research**
  - Structure of a Research Proposal

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

- The syllabus matches the goals of the Curricular Unit, threaded in sequence, the student should acquire knowledge and skills in the area of research methodologies, so the UC program includes programmatic contents related to methods and techniques of research in social sciences, with particular emphasis on qualitative methodology and content analysis.

### 4. MAIN BIBLIOGRAPHY

#### Mandatory

- Notes provided by the teacher - 2023

#### Recommended

- American Psychological Association (APA). (2018). *Publication Manual of the American Psychological Association*. Washington (DC): 7ª Ed.
- Azevedo, M. (2021). *Teses, Relatórios e Trabalhos. Escolares - Sugestões para a Estruturação da Escrita Segundo Bolonha*. Universidade Católica.
- Baraňano, A. M. (2004). *Métodos e Técnicas de Investigação em Gestão*. Lisboa: Edições Sílabo.
- Cargill, M., & O’Cronner, P. (2017). *Writing Scientific Research Articles*. Willey.
- Carmo, H. & Ferreira, M. M. (2015). *Metodologia da Investigação. Guia para a auto-aprendizagem*. 2ª ed. Lisboa: Universidade Aberta.
- Fortin, M., Côte, J., & Fillion, F. (2009). *Fundamentos e Etapas do Processo de Investigação*. Lusodidacta.
- Ghauri, P. & Gronhaug, K. (2020). *Research Methods in Business Studies*. 5th Edition. Essex, Harlow: Prentice Hall.
- Glaser, B. G. (2014). *Applying Grounded Theory: A Neglected Option*. Sociology Press.
- Hill, M. M., & Hill, A. (2012). *Investigação por Questionário*. 2nd ed. Edições Sílabo.
- Quivy, R. & Van Campenhoudt, L. (2019). *Manual de Investigação em Ciências Sociais*. Lisboa: Gradiva.
- Ruas, J. (2022). *Manual de Metodologias de Investigação - Como Fazer Propostas de Investigação, Monografias, Dissertações e Teses*. Escolar Editora
- Sampieri, R. H., Collado, C. F., & Lucio, M. P. B. (2016). *Metodologia de Pesquisa*. 5ª Edição. Editora Penso.
- Sekaran, U. (2020). *Research Methods for Business: A Skill Building Approach*. NJ: Wiley, Hoboken.
- Selwini, N. (2016). Dez sugestões para melhorar a investigação académica em educação e tecnologia. *Educação, Formação & Tecnologias* (julho-dezembro, 2016), 9 (2), 03-09.
- Vilelas, J. (2020). *Investigação - O Processo de Construção do Conhecimento*. 3rd Ed. Edições Sílabo.
- Yin, R. K. (2019). *Case Study Research. Design and Methods*. 5th Ed. Newbury Park: SAGE Publication, California.

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## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

- Theoretical-practical exhibition method using audiovisual media;
- Case studies;
- Debate;
- Conducting fieldwork;
- Individual and group work;
- Use of information technologies for learning

| Assessment Methodology     |                                      |                                                                                                                                                                               |
|----------------------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | Ponderations                         |                                                                                                                                                                               |
| Scientific Article Project | 100%                                 | <ul style="list-style-type: none"> <li>• Definition of the structure of the scientific article and the topic to be addressed</li> <li>• Delivery to match students</li> </ul> |
| Project                    | Only valid for frequency assessment. |                                                                                                                                                                               |
| Exam and Appeal            | Not subject to minimum grade.        |                                                                                                                                                                               |

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

- To achieve the proposed objectives, the methodology in the curricular unit is based on principles of theoretical-practical training and tutorial. The pedagogical methods and techniques to be applied during the sessions will be: Affirmative method with interconnection between the exhibition and demonstrative technique; Method of case study to develop the student's critical capacity, and the teacher is responsible for strengthening learning and coordinating the various actions and simulation tasks; Tutorial guidance method that will allow a consolidation of students' knowledge and skills.

## 7. ATTENDANCE

- There is no obligation to attend classes.

## 8. CONTACTS AND OFFICE HOURS

| Contacts             |                                              |                                              |
|----------------------|----------------------------------------------|----------------------------------------------|
|                      | Instructor                                   | Coordinator                                  |
| <b>Name</b>          | Amândio Pereira Baía                         | Amândio Pereira Baía                         |
| <b>e-mail:</b>       | <a href="mailto:baia@ipg.pt">baia@ipg.pt</a> | <a href="mailto:baia@ipg.pt">baia@ipg.pt</a> |
| <b>Phone:</b>        | 965 085 752                                  | 965 085 752                                  |
| <b>Office:</b>       | 41                                           | 41                                           |
| Attendance Timetable |                                              |                                              |
| <b>Attendance</b>    | Friday                                       |                                              |

## 9. OTHERS

Not applicable.

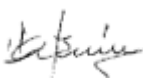
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**DATE**

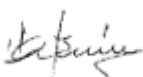
24 October 2022

**SIGNATURES**

Professor

  
(signature)

Area/Group Coordinator

  
(signature)

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