APPLIED SCIENTIFIC METHODOLOGY

CODE: **ENST10657**

CREDIT HOURS: **48 HOURS**

PROFESSOR: **REYNALDO CAVALHEIRO MARCONDES**

OBJETIVES

General

Enable students to develop a project for taking advantage of market opportunities and/or for solving concrete problems based on the challenges of the concrete reality of organizations.

Specific

• Enable students to define questions and deal with the consequences of their choices about taking advantage of a market opportunity or solving a problem, based on applied scientific methodology.

• Provide students with knowledge and experience about the method of problem solving and taking advantage of opportunities through the preparation of work in the discipline, as prior experience for the preparation of the course conclusion work, with high quality.

FOCUS AND APPROACH

The focus of the discipline is centered on the development of an existing or to be created business, which has its genesis and evolution based on concrete demands of people or organizations for their products and/or services, which are the generators of opportunities for Marketplace. As for the problems, those that directly or indirectly affect the use of opportunities are relevant.

The success of a business, however, depends on the adequacy between the value created or to be offered to the customer, with the resources, processes, and capabilities available in the organization, in order to obtain a competitive advantage, as this condition is the guarantee of satisfaction and remuneration of other stakeholders.

The approach of the discipline is of an applied nature, providing a broad discussion on the use of the methodology adopted in the discipline.

CONTENT

1. The scientific foundation of practical and applied work.
2. The process of taking advantage of opportunities/solving business problems
3. Understanding the opportunity and/or the problem
4. Diagnosis of the opportunity/problem
5. Proposal for taking advantage of the opportunity/solution of the problem
6. Action plan: resources and capabilities
7. Intervention
8. Evaluation of results
9. Final work report

TEACHING-LEARNING STRATEGY

The teaching-learning process comprises the following basic procedures: previous readings, classroom discussions and development of practical work.

The classes are carried out through groups of students to enable greater richness and productivity in discussions through the mutual exchange of learning.

Classes take place in person and at a distance. In face-to-face classes, concepts and methodological approaches are discussed in order to understand the fundamentals of the method, given the feedback from the product of the previous non-presential class, and individual orientations are given to the groups. Distance class classes correspond to the performance of practical tasks that students carry out in groups.

The final product of the course is a succinct project, structured in the format of the Course Completion Work report, based on the book “Methodology for Practical and Applied Works” and with complementary support material. This project is presented by the groups in the last class, in plenary.

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