



APPLIED CIENTIFIC METHODOLOGY

CODE: ENST55005

CREDIT HOURS: 40 HOURS

PROFESSOR: NELSON ROBERTO FURQUIM

General Objective

Allow students to develop a project to take advantage of market opportunities and/or solve specific problems based on the challenges of the concrete reality of organizations.

Specific Objectives

- Allow students to define issues 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 on the problem-solving method 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 on the development of an existing or to-be-created business, which has its genesis and evolution based on specific demands of people or companies for their products and/or services, which are the generators of opportunities for the Market. Regarding problems, those that directly or indirectly affect the use of opportunities are relevant.

However, the success of a business depends on the adequacy between the value created or offered to the customer, with the resources, processes and capabilities available in the company, to obtain a competitive advantage, since this condition is the guarantee of satisfaction and remuneration of other interest groups.

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



Content

1. The scientific basis of practical and applied work.
2. The process of taking advantage of opportunities/solving business problems
3. Understanding the opportunity and/or problem
4. Diagnosis of the opportunity/problem
5. Proposal for taking advantage of the opportunity/solving 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 includes the following basic procedures: prior readings, classroom discussions and development of practical work.

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

The classes are taught in person. In the classes, concepts and methodological approaches are discussed in order to understand the foundations of the method, given the feedback on the product of the previous in-person class, and individual guidance is given to the groups. Practical activities are carried out both in class and at home, for deliveries and partial assessments of the progress of learning.

The final product of the course is a succinct project, structured in the format of a course completion report, based on the book “Methodology for practical and applied work” and with complementary support material. This project is presented by the students in the last class, in plenary.

BIBLIOGRAPHY

Aken, Joan E. Van, Berends, Hans & BIJ, Hans van der. (2012). *Problem-solving in organizations*. , 2nd ed. New York: Cambridge University Press.



Alperstedt, Graziela D. & Faraco, Karina M. S. (2018). A Contribuição da Design Research para a Produção Tecnológica em Mestrados Profissionais em Administração. *Rev. Alcance*, v. 25, n. 2, p. 259-273.

Barney, Jay B. & Hesterly, William S. (2011). Administração estratégica e vantagem competitiva: conceitos e casos. São Paulo: Pearson Prentice Hall.

Blank, Steve & Dorf, Bob. (2014). *Startup: manual do empreendedor*. Rio de Janeiro: Alta Books.

COGHLAN, P.; COGHLAN, D. Action research for operations management. . *International Journal of Operations & Production Management*, 22, 220-240, 2002.

Cooper, Donald R. & Schindler, Pamela S. (2016) 12th ed. *Métodos de pesquisa em administração*. Porto Alegre: AMGH

Aaker, D. A.; Kumar, V.; Say, G.S. (2004). *Pesquisa de Marketing*. São Paulo: Atlas

Hevner, A. R. (2007). A three cycle view of design Science research. Scandinavian hournal of Information Systems. Vol.19, Issue 2.

Marcondes, Reynaldo C., Miguel, Lilian A. P., Franklin, Marcos A. & Perez, Gilberto. *Metodologia para trabalhos práticos e aplicados - Administração e Contabilidade*. Recuperado de https://www.mackenzie.br/fileadmin/ARQUIVOS/Public/6-pos-graduacao/upm-higienopolis/mestrado-doutorado/admin-desen-negocios/2018/Livro_Metodologia_trabalhos_praticos.pdf

Nique, Walter & Ladeira, Wagner. (2013). *Pesquisa de marketing: uma orientação para o mercado brasileiro*. São Paulo: Atlas.

Soares, Priscila F., Cerqueira, Christina F. S. & Lacerda, Daniel, P. (2016). Implantação da mudança organizacional: proposta de artefato a partir de uma aplicação em uma instituição do setor de imunobiológicos. *BASE*, 13(4), pp. 345-362.

Thiollent, M. *Pesquisa-Ação nas organizações* (1997 - 6 ed.). São Paulo: Cortez.

Weiss, Antonio E. (2011). *Key business solutions: essential problem-solving tools and techniques that every manager needs to know*. Edinburgh Gate: Pearson Education.

Yasuda, Aurora, Oliveira, Diva M. T. (2013). *Pesquisa de marketing: guia para a prática de pesquisa de mercado*. São Paulo: Cengage Learning.