



RESEARCH INSTRUMENTS FOR APPLIED PROJECTS

CODE: **ENST55011**

WORKLOAD: **40 HOURS**

PROFESSOR: **GILBERTO PEREZ**

GOALS

General

The objective of this course is to train students with versatile techniques to conduct applied research in professional environments, markets and businesses in a practical and adjustable way to the specific needs of their fields of activity. Ethics in applied research and the dissemination of results will be also emphasized, providing students with the necessary skills to conduct quality applied research, contributing to problem solving, exploring market opportunities, and improving practices in their respective professional activities and businesses.

Specific

- Prepare the student for the elaboration of Applied Projects;
- Develop the student's critical sense in choosing the methods and techniques to be used;
- Develop knowledge of alternative techniques to be used in research projects, especially in the Course Final Paper.

FOCUS AND APPROACH

The focus of the discipline is centered on issues related to the different methodological alternatives to be used in research projects. The course's central theme is the presentation of versatile instruments and techniques that can be used in the course final paper.

The course approach is to provide students with subsidies for analysis and exposure to alternatives of applied research methods that enable them to develop projects based on scientific methodologies, aiming at proposing solutions to actual problems in existing in companies, as well as taking advantage of business opportunities.



COURSE CONTENT

1. Project structure and database search
2. Field Research Diagram
3. Preparation for data collection and ethical aspects of the research
4. Techniques and instruments for data collection
5. Qualitative Data Analysis Techniques
6. Quantitative Data Analysis Techniques
7. Elaboration of Concept Maps related to the study.

TEACHING-LEARNING STRATEGY

The teaching-learning process encompasses the use of techniques related to applied research, in professional environments, in addition to the elaboration of individual and group work. The evaluation will be carried out based on the weighting of the following items:

- 1) Attendance and participation of students in classes (**Weight 2**)
- 2) Quality of partial deliveries, considering accuracy, objectivity, and comprehension of the text (**Weight 3**)
- 3) Final – Project Diagnosis (**Weight 5**).

The course final paper is the elaboration of a project that includes the methodological choices and steps necessary to propose a solution to a real problem existing in the company where the student works, or to take advantage of a business opportunity. The project is presented during the last class of the course.

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