MACKENZIE PRESBYTERIAN UNIVERSITY
Centre for Applied and Social Science
Graduate Program in Business Management

Discipline: Theory Building
Discipline code: ENST10586
Workload: 48 hs
Credits: 04

Syllabus: What is theory? The theory as an argument. Building arguments. The deductive and inductive approaches. The informal logic. Rhetoric. Developing the counterpoint. Causal arguments. Fallacies. The epistemology of theories. Two modes of thinking: variance and process models. Delineating research based on variance. The delineation of process-based research. The rigor and relevance of the research. Communication of the research results.

Assessment criteria: The evaluation will be carried out based on the weighting of the following items: Weekly exercises (35%); Participation in class discussions and activities (15%); Final research project report (50%).

BIBLIOGRAPHY

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