



**MACKENZIE PRESBYTERIAN UNIVERSITY**  
**Social and Applied Sciences Centre**  
**Graduate Program in Business Management**

**TEACHING PLAN**

<b>Graduate Program:</b> Business Management		
<b>Course:</b> <input type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
<b>Discipline:</b> THEORY BUILDING		<b>Discipline code:</b> ENST52090
<b>Professor:</b> WALTER BATAGLIA		<b>DRT:</b> 2010544
<b>Workload:</b> 32h	<b>Credits:</b> 2	<input checked="" type="checkbox"/> Mandatory <input type="checkbox"/> Elective
<b>Syllabus:</b> Theorising. Deductive and inductive approaches. Informal logic. Two modes of thinking: variance and process models. Variance design. Process design.		
<b>Assessment Criteria:</b> The evaluation of students' performance will be based on the class developed activities; participation in plenary and group discussions; and research project proposal. The individual performance and group activities correspond to 50% of each student's final mark. The research project proposal corresponds to the other 50% of the final mark.		
<b>Basic bibliography</b> BAUM, J. A. C. The Skewed Few: Does "Skew" Signal Quality Among Journals, Articles, and Academics? <i>Journal of Management Inquiry</i> , 21, 3, 349–354, 2012. BOELL, S. K.; HOVORKA, D. S. Writing, arguing, contributing: A cogent argumentation framework for identifying, specifying, and evaluating research contribution. <i>Australian Journal of Information Systems</i> , 23, 2019. DIMAGGIO, P. J. Comments on 'What theory is not'. <i>Administrative Science Quarterly</i> , 40, 3, 391-397. 1995. DOOLEY, K. Telling stories with time series data. <i>Process Research Workshop. Academy of Management Annual Meeting</i> , August 2005. MOHRMAN, S. A.; LAWLER III, E. E. <i>Useful Research: Advancing Theory and Practice</i> . Los Angeles, CA: Berrett-Koehler Publishers. 2011. HUFF, A. S. <i>Designing research for publication</i> . Thousand Oaks, CA: Sage. 2009. KOVÁCS, G.; SPENS, K. M. Abductive reasoning in logistics research. <i>International Journal of Physical Distribution &amp; Logistics Management</i> , 35, 2, 2005. LANGLEY, A. Strategies for theorizing from process data. <i>Academy of Management Review</i> , 24, 4, 691-710. 1999. LOCKE, K.; GOLDEN-BIDDLE, K. Constructing opportunities for contribution. <i>Academy of Management Journal</i> , 40, 5, 1023-1062. 1997. MOHR, L. B. (Ed.) <i>Explaining Organizational Behaviour</i> . San Francisco: Jossey-Bass. 1982. NICOLAI, A.; SEIDL, D. That's relevant! Different forms of practical relevance in management science. <i>Organization Studies</i> , 31, 1257–1285. 2010. POOLE, M. C. Building Process Theories. <i>Process Research Workshop. Academy of Management Annual Meeting</i> , August 2005. SHADISH, W. R.; COOK, T. D.; CAMPBELL, D. T. <i>Experimental and quasi-experimental designs for generalized causal inference</i> . CA: Wadsworth Cengage Learning. 2002. STOKES, D. E. <i>Pasteur's Quadrant: Basic Science and Technological Innovation</i> . Washington: The Brookings Institution, 1997. WESTON, A. <i>A arte de argumentar</i> . Lisboa: Gradiva. 2005. PARTINGTON, D. (Ed.) <i>Essential skills for management research</i> . Thousand Oaks, CA: Sage. 2002. VAN DE VEN, A. H. <i>Engaged Scholar</i> . Oxford University Press. 2007.		