

SUBJECT TEACHING GUIDE

756 - Science and the Scientific Method.

Master's Degree in Business Administration
Master's Degree in Marketing Management (Tourism Businesses)
Master's Degree in Business and Information Technologies
Academic year 2023-2024

| 1. IDENTIFYING DATA | | | | | | |
|----------------------------------|--|------------------|----|--------------------|--------------------------------------|--------------|
| Degree | Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism Businesses) | | | Type and Year | Optional. Year 1 Optional. Year 1 | |
| Faculty | Faculty of Economics and Business Studies | | | | | |
| Discipline | Research Orientation Subjects: Methodological Block Research Orientation Subjects: Methodological Block | | | | | |
| Course unit title and code | 756 - Science and the Scientific Method. | | | | | |
| Number of ECTS credits allocated | 2,5 | Term | | Semester based (1) | | |
| Web | | | | | | |
| Language of instruction | Spanish | English Friendly | No | Mode of delivery | | Face-to-face |

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| Department | DPTO. ADMINISTRACION DE EMPRESAS |
| Name of lecturer | LADISLAO LUNA SOTORRIO |
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| Other lecturers | |

3.1 LEARNING OUTCOMES

- To propose a work that follows the scientific method. To differentiate the consulting work of the scientist

4. OBJECTIVES

To know the method that differentiates the scientific work from the rest of the works that are developed in the field of business administration and, secondly, the methodological one to make a specific thesis in the analysis of the different epistemological approaches to the object of research and The methodology to be followed so that it can be described as scientific .

| 6. COURSE ORGANIZATION | |
|------------------------|--|
| CONTENTS | |
| 1 | UNIT 1. The research method in business organisation: 1.1.- Epistemology: scientific nature of the study of the organization1.2.- Methodology1.3.- Modeling of organizational phenomena1.4.- Cases for analysis and debate: contingent theory, agency theory, corporate social responsibility. |
| 2 | UNIT 2. Hypotheses formulation and verification methods: 2.1.- Context of discovery and context of justification 2.2.- Hypothesis, law and theory 2.3.- Deductive reasoning 2.4.- Inductive reasoning |
| 3 | UNIT 3. Problems and methods of measurement: 3.1.- Experimental and non-experimental observations 3.2.- Measurement errors 3.3.- Parametric and non-parametric observations 3.4.- Observable and latent variables. |
| 4 | UNIT 4. The doctoral student and the doctoral thesis: 4.1.- What is a doctoral thesis? 4.2.- Stages to follow to carry out a doctoral thesis 4.3.- Steps to follow in the formation of the doctoral student 4.4.- The choice of the topic for a doctoral thesis |
| 5 | Individual research work. The topic of such work is free so that the critical analysis and evaluation will be based on the used methodology |

| 7. ASSESSMENT METHODS AND CRITERIA | | | | |
|---|-----------|-------------|-----------|--------|
| Description | Type | Final Eval. | Reassessn | % |
| Written presentation and oral presentation of the research work | Others | Yes | Yes | 70,00 |
| Questions about the research work | Oral Exam | Yes | Yes | 15,00 |
| Attendance to tutorials (not recoverable) | Others | No | No | 15,00 |
| TOTAL | | | | 100,00 |
| Observations | | | | |
| <p>The process of preparing the research work will be:</p> <p>1- Determination of the theoretical framework (theory and paradigm in which the objective of the research work is inscribed) that must be submitted in an individual tutoring in December.</p> <p>2.-Specification of the objective of the work (3 reference papers: 1st obligatory reference of the fundamental author of the paradigm; 2nd Pioneering work in the specific line of research; 3rd Recent work, published after 2018, in the specific line of research), model and hypothesis, which must be submitted in an individual tutoring in February.</p> <p>3.-Methodology: measurement of the variables, contrast technique, which must be submitted in an individual tutoring in April.</p> <p>4- Submission and presentation of the final work in the last half of May.</p> | | | | |
| Observations for part-time students | | | | |
| A theoretical and practical final exam (100%). | | | | |

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Fernández Buey, F. (2000): Lógica, método y técnicas de investigación. Obtenido en <http://www.caminantes.net>

Feyerabend, P.K. (1970): Tratado contra el método. Ed. Tecnos. Madrid

García Menendez, J. R. Los paradigmas y los programas de investigación en las ciencias sociales Revista de Ciencias Sociales.

Lakatos, I. (1987): Historia de la ciencia y de sus reconstrucciones racionales. Ed. Tecnos. Madrid

Valor Yerbés, J. A. (2000) Metodología de la investigación científica. Ed. Biblioteca Nueva. Madrid

Ariely, D (2008) Las Trampas del deseo: como controlar los impulsos irracionales que nos lleven al error. Ariel. Madrid

Hawking, S y Mlodinow, L (2010) El gran diseño. Critica. Madrids