

Sílabo

1MN011 - Investigación Aplicada en Negocios Internacionales

I. Información general

Nombre del Curso: Investigación Aplicada en Negocios Internacionales

Código del curso: 1MN011

Departamento Académico: Marketing y Negocios Internacionales

Créditos: 3

Horas Teoría: 4

Horas Práctica: 0

Periodo Académico: 2023-01-PRE

Sección: A

Modalidad: Presencial

Idioma: Inglés

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II. Introducción

The course aims to help the student develop the ability to effectively design and communicate an academic research proposal in the field of international business. This objective primarily involves the student:

1. Develop proposals to solve problems of international management, the international environment and others related to international business.
2. Develop skills for conducting academic research both individually and as a team.

During the academic semester, basic concepts and tools associated with the writing and presentation of an academic article, whose content is a research proposal, will be discussed. The proper design of a research project involves the understanding of the professional discipline in which the student will be engaged, the ability to formulate a question based on the identification of a research problem, the ability to articulate an approach that will guide the research process, and the ability to choose and apply appropriate research methods. Additionally, it implies perseverance and organizational capacity to achieve an objective, through teamwork.

III. Logro de aprendizaje final del curso

At the end of this course, the student presents an academic research project (manuscript and presentation), following the IMRD format, APA standards and academic codes of ethics, demonstrating their knowledge on issues related to the proposed research topic.

IV. Unidades de aprendizaje

Learning unit 1: An introduction to academic research

Logro de Aprendizaje / propósito de la unidad:

The student identifies the principles that govern academic research, and with his group, defines both a research topic and a collaboration schedule for the academic semester.

Contenidos:

- The research process.
- The structure of an academic journal article (IMRD).
- Title, abstract, and keywords.
- Research approaches: Qualitative, Quantitative and Mixed.
- Types of Research: Exploratory, Descriptive, Correlational, and Explanatory.
- APA standards.
- Academic integrity.
- Bibliographic search in digital resources available at UP.

Learning unit 2: The introduction

Logro de Aprendizaje / propósito de la unidad:

The student identifies a research problem and writes the introduction of his research proposal.

Contenidos:

- The structure and drafting of the introduction.

Learning unit 3: Literature review

Logro de Aprendizaje / propósito de la unidad:

The student writes the theoretical core of his research proposal.

Contenidos:

- The purpose of a literature review.
- Finding appropriate literature.
- Managing information.
- Compiling literature review.

Learning unit 5: Method

Logro de Aprendizaje / propósito de la unidad:

Learning outcome: the student establishes the guidelines to follow for the execution of the research design and the evaluation of hypotheses.

Contenidos:

- Research design.
- Sampling.
- Data collection.
- Measurement.

Learning unit 6: The academic journal article

Logro de Aprendizaje / propósito de la unidad:

The student writes his research proposal, following the IMRD format.

Contenidos:

- Abstract writing.
- Writing of the final version in IMRD format.
- Effective communication.

V. Estrategias Didácticas

The didactic strategy focuses on developing a theoretical-practical course with an active participation of the students. In this course we complement the theoretical principles and tools of the scientific method provided during class discussions with the following learning activities:

- Reviewing articles and books.
- Methodological exercises to reinforce the development of research proposals.
- Interviews with specialists on the relevance of the proposed research problem and the appropriate theoretical background.
- Critical analysis of academic articles.
- Presentation and discussion of preliminary and final versions of the research proposal.

Main students participation activities are:

- Reviewing the bibliographic material prior to the corresponding class session.
- Participating in class sessions, guest lectures and peer reviews.
- Choosing an advisor and keeping them informed of key course activities and dates.

VI. Sistemas de evaluación

Consideraciones para las evaluaciones

1. Following the APA standards as well as the academic codes of ethics constitutes a criterion that apply to all evaluations.
2. The final grade has the following composition: 30% individual work grade and 70% group work grade.
3. The individual grade is composed of the assignments, contributions in class, and reading controls.
4. The group grade is composed of three preliminary drafts and presentations, and the final version of your research project, which should be defended before a jury of two professors.
5. The option of defending your final drafts before a jury requires having approved with at least 11 (eleven) the third preliminary draft.

Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Reading comprehension 1	5		Reading control and/or critical analysis of study material.	Individual grade.
2. Reading comprehension 2	5		Reading control and/or critical analysis of study material.	Individual grade.
3. Assignments and participation	20		<ul style="list-style-type: none"> - Class attendance, contributions, participation in the topics discussed and in peer evaluations. - Presentations and other tasks entrusted, 	Individual grade.



			analytical reasoning, synthesis capacity as well as oral and written expression.	
4. First draft	10		Presentation (written and oral) of the first draft of the research proposal.	Group grade.
5. Second draft	10		Presentation (written and oral) of the second draft of the research proposal.	Group grade.
6. Third draft	10		Presentation (written and oral) of the third draft of the research proposal.	Group grade.
7. Research proposal-Final draft	40		Final draft of the research proposal and defense before a jury: - Resolution of a problem in the field of international business. - Ability to express ideas in an orderly and logical way, using appropriate theories and methods.	Group grade.

VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 1: del 20/03/2023 al 25/03/2023			
<ul style="list-style-type: none"> Learning unit 1: An introduction to academic research 	<ul style="list-style-type: none"> Class presentations. Workshop: Bases de datos y recursos de la biblioteca UP. 	<ul style="list-style-type: none"> Class presentations, videos, examples. Group discussion (preliminary topic ideas) Hernández et al. (2014), chapters: 1, 2 y 5, and academic journal articles. 	
Semana 2: del 27/03/2023 al 01/04/2023			
<ul style="list-style-type: none"> Learning unit 2: The introduction 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics 	<ul style="list-style-type: none"> Class presentations, videos, examples. Hernández et al. (2014), chapters: 3, and academic journal articles. 	<ul style="list-style-type: none"> Reading comprehension 1
Semana 3 con feriados el jueves 06, viernes 07 y sábado 08: del 03/04/2023 al 08/04/2023			
<ul style="list-style-type: none"> Learning unit 2: The introduction 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 	<ul style="list-style-type: none"> Class presentation, videos, examples. 	<ul style="list-style-type: none"> Assignments and participation (Article review 1)
Semana 4: del 10/04/2023 al 15/04/2023			
<ul style="list-style-type: none"> Learning unit 3: Literature review 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 	<ul style="list-style-type: none"> Class presentation, videos, examples. Hernández et al. (2014), chapters: 4 y 6, and academic journal articles. 	<ul style="list-style-type: none"> Reading comprehension 2
Semana 5: del 17/04/2023 al 22/04/2023			
<ul style="list-style-type: none"> Learning unit 3: Literature review 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 	<ul style="list-style-type: none"> Class presentation, videos, examples. 	<ul style="list-style-type: none"> Assignments and participation (Article review 2)
Semana 6: del 24/04/2023 al 29/04/2023			
<ul style="list-style-type: none"> Learning unit 3: Literature review 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 	<ul style="list-style-type: none"> Class presentation, videos, examples. 	<ul style="list-style-type: none"> Assignments and participation (Preliminary version - Draft 1)

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 7: del 01/05/2023 al 06/05/2023			
• Learning unit 3: Literature review	• Advisory session.		<ul style="list-style-type: none"> • Assignments and participation • First draft
Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023			
	Presentation of the first draft.		
Semana 9: del 15/05/2023 al 20/05/2023			
• Learning unit 3: Literature review	• Advisory session.		• Assignments and participation
Semana 10: del 22/05/2023 al 27/05/2023			
• Learning unit 5: Method	<ul style="list-style-type: none"> • Class presentation. • Advisory sessions. • Group discussion of research topics. 	<ul style="list-style-type: none"> • Class presentation, videos, examples. • Hernández et al. (2014), chapters: 7 y 9, and academic journal articles. 	• Assignments and participation
Semana 11: del 29/05/2023 al 03/06/2023			
• Learning unit 5: Method	<ul style="list-style-type: none"> • Class presentation. • Advisory sessions. • Group discussion of research topics. 	• Class presentation, videos, examples.	<ul style="list-style-type: none"> • Assignments and participation • Second draft
Semana 12: del 05/06/2023 al 10/06/2023			
• Learning unit 5: Method	<ul style="list-style-type: none"> • Class presentation. • Advisory sessions. • Group discussion of research topics. 	• Class presentation, videos, examples.	• Assignments and participation
Semana 13: del 12/06/2023 al 17/06/2023			

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
<ul style="list-style-type: none"> Learning unit 5: Method 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 	<ul style="list-style-type: none"> Class presentation, videos, examples. 	<ul style="list-style-type: none"> Assignments and participation
Semana 14: del 19/06/2023 al 24/06/2023			
<ul style="list-style-type: none"> Learning unit 6: The academic journal article 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 	<ul style="list-style-type: none"> Class presentation, videos, examples. 	<ul style="list-style-type: none"> Assignments and participation Third draft
Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023			
<ul style="list-style-type: none"> Learning unit 6: The academic journal article 	<ul style="list-style-type: none"> Class presentation. Advisory sessions. Group discussion of research topics. 		<ul style="list-style-type: none"> Research proposal-Final draft
Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023			
	Final draft: defense before a jury.		<ul style="list-style-type: none"> Research proposal-Final draft

VIII. Indicaciones para el desarrollo del curso

- The course is constantly updated. The instructor will provide students with the necessary material so that they can meet the objectives of the course.
- Group grades are related to designing and presenting preliminary and final drafts of your research proposal. Students must organize themselves conforming research groups of three.
- Attending the first session of the semester is of utmost importance to be aware of relevant course guidelines.

IX. Referencias bibliográficas

Obligatoria

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