



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Option: Research Methods

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

Option: Research Methods (70217)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester



UNIVERSIDADE LUSÍADA
LISBOA

8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 15,00

Tutorial Guidance: 20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Acquisition of scientific research knowledge to motivate the critical understanding of a set of theoretical and methodological procedures of the research process.

Develop the production of innovative ideas and encourage the most appropriate procedures to be adopted in the knowledge construction process.

Promote a culture of reflection on the phenomena of organizations and the process of scientific production.

Apply statistical analysis techniques in the resolution of concrete problems in the

15. Specific Objectives

- To develop the ability to choose and adapt the different methodological techniques according to the research objectives.
- Promote analytical skills and processing of quantitative and qualitative data using EXCEL, SPSS and NVIVO software.
- Know and acquire fundamental knowledge of descriptive, bivariate and multivariate statistics.
- Apply and interpret the statistical techniques of data analysis applied to the objectives of the study.

16. Skills to be acquired



UNIVERSIDADE LUSÍADA
LISBOA

Ability to know the most important concepts and methods for conducting interviews and surveys, as well as the respective statistical treatment of these very useful and powerful tools for the management of organizations.

Ability to identify and apply, with the aid of statistical software, the appropriate methods for each specific problem.

Ability to select and use different research methods and techniques applied to the study of different problems.

17. Teaching Methodology

Teaching / learning is based on three methodologies:

- Presentation of theoretical and practical contents on scientific methodology, quantitative and qualitative methods, as well as the use of SPSS, Excel and NVIVO.
- Participatory computer classes with analysis and resolution of practical exercises applied to master's dissertations.
- Self-study related to the student's autonomous work.

18. Course Unit Program



UNIVERSIDADE LUSÍADA
LISBOA

Chapter 1: About the methodology of scientific investigation

1. Research and generation of new knowledge
2. Scientific research methodology
3. Methods in scientific research
4. Empirical investigation
5. Stages of the scientific investigation process
6. Formulation of hypotheses
7. Typology of data sources
8. Information conditions and characteristics
9. Information limitations and difficulties
10. Typology of information sources
11. Investigation instruments

Chapter 2: Investigation by interview

1. Concept of interview
2. Advantages, disadvantages and limitations of the interview
3. Elaboration of the interview in script
4. Formatting of interview responses
5. Procedures during the interview
6. Content analysis methods
7. Treatment of interview responses
8. Content analysis
9. Preparation of content analysis matrices
10. Preparation of the final report
11. Practical example on content analysis

Chapter 3: Investigation by inquiry

1. Survey research methodology
2. Advantages, disadvantages and limitations of the survey
3. Objectives of the survey investigation
4. Definition of universe, sample and unit of analysis
5. Univariate, bivariate and multivariate sample classification
6. Definition of variables
7. Selection of the sampling process
8. Probabilistic sampling
9. Non-probabilistic sampling
10. Normal distribution
11. Accuracy of the sampling process
12. Calculation of sample size
13. Validation and coherence test of the questionnaire
14. Elaboration of the pre-definitive questionnaire and the pre-test
15. Elaboration of the definitive inquiry



UNIVERSIDADE LUSÍADA
LISBOA

Chapter 4: Preparing the questionnaire

1. Introduction
2. Classification of questions according to form
3. Classification of questions according to content
4. Some errors in the formulation of the questions
5. Some errors in data analysis due to scales
6. Using a third-party survey or making a new survey suitable for the investigation

Chapter 5: Bibliographic sources of scientific work

1. APA Standards (6th edition)
2. Data to retain about the consulted sources
3. Quotes
4. Bibliographic references

Chapter 6: Statistical Methods using Excel and SPSS

Descriptive statistics

variable types

Frequency tables and graphs

Location measures: Central tendency (mean, mode and median) and non-central tendency (quartiles and percentiles)

Measures of dispersion, asymmetry and kurtosis

Bivariate statistics: Chi-square, T-Student, F-Snedecor

Multivariate Statistics: Linear Regression, Principal Component Analysis, Discriminant Analysis, Oneway Analysis and Cluster Analysis

information extraction

Conclusions and recommendations on survey responses

Practical cases

19. Assessment Methods

Elaboration of an individual final work that consists of the elaboration of a research pre-project for a master's thesis.

20. Didactic Resources

- Rooms equipped with computers and internet access.
- Use of Excel, SPSS and NVIVO software.
- PowerPoint presentations.
- Notes and supporting documents.
- Texts prepared by the conductor.
- Practical exercises.
- Bibliography.
- B-ON library.

21. Sustainability Objectives



UNIVERSIDADE LUSÍADA
LISBOA

SDG 4: Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all.

SDG 5: Achieve gender equality and empower all women and girls.

SDG 8: Promote inclusive and sustainable economic growth, full and productive employment and decent work for all.

SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

22. Keywords

- Research design
- Research methodology
- Quantitative methods
- Qualitative Methods
- Surveys



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): Sarmento, Manuela
Title: Metodologia Científica para a Elaboração, Escrita e Apresentação de Teses
Edition: 1.^a Year: 2013
Local: Lisboa
Publisher: Universidade Lusíada

Author(s): Marôco, João
Title: Análise Estatística com o SPSS Statistics
Edition: 8.^a Year: 2018
Local: Pero Pinheiro
Publisher: Report Number

Author(s): Martins, António
Title: Excel Aplicado à Gestão
Edition: 4.^a Year: 2017
Local: Lisboa
Publisher: Sílabo

24. Complementary Bibliography

Author(s): Uwe Flick
Title: Métodos qualitativos na investigação científica
Edition: 1.^a Year: 2005
Local: Lisboa
Publisher: Monitor

Author(s): Clara Coutinho
Title: Metodologia de Investigação em Ciências Sociais e Humanas
Edition: 2.^a Year: 2018
Local: Coimbra
Publisher: Almedina



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO: METODOLOGIA DE INVESTIGAÇÃO': Academic Year 2023/2024
Autor / Author	Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	