UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective Course II - Course Final Work

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Elective Course II - Course Final Work (V2132)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO

12. Assistants

Prof. Doutor PEDRO NUNO GOMES DA COSTA

13. Teaching Language

Portuguese

14. General Objectives

To carry out a final course work where the student expresses the learning outcomes acquired during the 6 semesters' bachelors course. The student will develop a current and relevant topic, which can be expressed in a short theoretical dissertation or in a fundamental and/or applied research work.

15. Specific Objectives

a. Knowledge:
To prepare students to complete the different stages of developing the final course work or internship report, which include the design and planning of the work proposal, the definition of objectives and methods, as well as their implementation.
b. Skills:
To understand the nature and process of building scientific knowledge.
To identify and articulate the stages of the scientific process.
To learn how to write concise and objective reports.

16. Skills to be acquired

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Analytical Reasoning: - To recognize the most significant milestones relating to the evolution of research and identify the phases and stages of the Scientific Procedure in the field of Scientific Research Methodology, as well as analyze problems and present solutions.
Critical Reasoning: - To have the ability to carry out activities and use research instruments, methods and procedures, knowing how to interpret and examine scientific research questions and situations.

17. Teaching Methodology

As it is a subject with a theoretical-practical basis, it will be used in systematic articulation the expository and active-interrogative methods, also seeking to bring whenever possible to the classroom practical cases and current research carried out by experts in this recent area of scientific knowledge.
Thus, the Final Course Project is developed under the guidance of the lecturer responsible for the course unit, in accordance with a previously approved work plan. The process includes tutor

18. Course Unit Program

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Chapter 1: About the methodology of scientific research
1. Research and generation of new knowledge
2. Scientific research methodology
3. Methods of scientific research
4. Empirical research
5. Stages of the scientific research process
6. Formulation of hypotheses
7. Typology of data sources
8. Conditions and characteristics of information
9. Limitations and difficulties of information
10. Typology of information sources
11. Research instruments

Chapter 2: Research by interview
1. Interview concept
2. Advantages, disadvantages and limits of the interview
3. Preparation of the scripted interview
4. Formatting 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 of content analysis

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

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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 questions
5. Some errors in data analysis due to scales
6. Using a third-party survey or making a new survey appropriate to the investigation

Chapter 5: Formatting the text and writing of the scientific work
1. Introduction
2. Aspects of written communication
3. Criteria in writing the text
4. Writing process
5. Text structure
6. Font and formatting of writing

Chapter 6: Creation of figures, graphs, charts and tables
1. Introduction
2. Formatting and creation of figures and graphs
3. Formatting and creation of tables and charts
4. Map formatting
5. Formatting photos

Chapter 7: Organization and writing methods of scientific work
1. Introduction
2. Research project on the thesis
3. Synthetic structure of the text
4. Thesis title, dedication, thesis acknowledgments
5. Summary and keywords
6. Difference between index, summary and list
7. Literature review
8. Fieldwork and results
9. Conclusions and recommendations

Chapter 8: Bibliographic sources of scientific work
1. APA standards (6th edition)
2. Data to retain about the sources consulted
3. Quotes
4. Bibliographic references

Chapter 9: Delivery of scientific work and public evidence
1. Introduction
2. Final review

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3. Thesis evaluation factors
4. Errata
5. Plagiarism
6. Preparation of the oral presentation of the thesis in the public defense

19. Assessment Methods

Attendance of 70% (TP and OT) is required. Two assessment moments:

1. Submission of the Final Course Project (TFC)
2. Public discussion of TFC

Grade higher 10: Assessment is based on TFC submission and discussion

Grade between 8 and 9: Assessment includes a written exam plus TFC submission and discussion

Grade < 8: Failure, with access to a final exam.

Final exams (1st or 2nd period) include:

1. Written exam
2. TFC submission and public discussion.

2nd period: TFC can be replaced

Th

20. Didactic Resources

Powerpoint presentations and, occasionally, slideshows, internet resources and/or short videos illustrating some specific topic of the Program.

21. Sustainability Objectives

All Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 to ensure that by 2030 all people enjoy peace and prosperity are addressed by this subject, in particular SDGs numbers 4, 8. 10, 11 and 16. This is due to the fact that all the 17 SDGs are integrated ? it is recognized that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

22. Keywords

Final essay
Report
Dissertation
Thesis
Research

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23. Main Bibliography

Author(s): Sarmento, Manuela
Title: Guia Prático sobre a Metodologia Científica para a Elaboração, Escrita e Apresentação de Teses de Do
Edition: 3ª Year: 2013
Local: Lisboa
Publisher: Lusíada
ISBN Code:

Author(s): Marconi, M. A., & Lakatos, E. M.
Title: Fundamentos de Metodologia Cientifica
Edition: 4ª Year: 2019
Local: São Paulo
Publisher: Atlas
ISBN Code:

Author(s): Bardin, Laurence
Title: Análise de Conteúdo
Edition: 6ª Year: 2011
Local: Lisboa
Publisher: Edições 70
ISBN Code:

24. Complementary Bibliography

Author(s): American Psychological Association
Title: Publication Manual of the American Psychological Association.
Edition: 7ª Year: 2019
Local: Washington, DC
Publisher: American Psychological Association
ISBN Code:

Author(s): Espírito Santo, P.
Title: Introdução à Metodologia das Ciências Sociais
Edition: 2ª Year: 2015
Local: Lisboa
Publisher: Edições Sílabo
ISBN Code:

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO
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