



MASTER COURSE: **Mestrado Profissional em Gestão Internacional (MPGI)**
COURSE.....: **Applied Research Methodology**
CREDITS.....: **6 ECTS**
PROFESSOR.....: **Felipe Zambaldi** **Module 1/ 2016**

PROGRAM

COURSE DESCRIPTION

This course is designed for students who are beginning their master projects. The aim of the course is to give students the tools to conceptualize their work in terms of research questions and design, methodology, data collection and analysis.

COURSE OBJECTIVES

By the end of this module, students should be familiar with:

- (1) How to formulate a viable research problem;
- (2) Principles of model building and case selection;
- (3) The benefits and drawbacks of different methodologies;
- (4) How to prepare and execute a feasible research proposal
- (5) Selecting proper research techniques
- (6) How to execute a set of research techniques, analyze data and interpret results

LEARNING/TEACHING

Readings, lectures, discussions, classroom activities

Find recent FGV MPGI thesis and dissertations (<http://bibliotecadigital.fgv.br/dspace/handle/10438/2197>)

PERFORMANCE EVALUATION

Individual Research Proposal	40%
Weekly Assignments	60 %
Grades will be between 0 and 10 and than translated to a normal curve between A and E:	
Grade	% of Class
A	9 - 10
B	8 – 8,99
C	7 – 7,99



D	6,5 – 6,99
E	6 – 6,45
F	0 – 5,99

Grades below 6 fail (F) the class

PROGRAM CONTENTS

Session	Content
1	Multiple Regression and correlations
2	Multiple Regression and correlations
3	Logistic Regression
4	Logistic Regression
5	Analysis of Variance (ANOVA)
6	Cluster Analysis
7	Cluster Analysis
8	Qualitative Analysis: codification and categorization
9	Academic References, quotes and plagiarism
10	What is a Research Proposal? Research Design
11	Research Concepts
12	How to read research?
13	Methodology and data collection
14	Proposal elaboration
15	Proposal elaboration

Appointments must be booked.

BASIC REFERENCES

Bansal, P., & Corley, K. (2011). Publishing in AMJ - Part 7: What's different about qualitative research? *Academy of Management Journal*, 55(3), 509-513.



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- Bono, J., & McNamara, G. (2011). From the editors: Publishing in AMJ-Part 2: research design. *Academy of Management Journal*, 54(4), 657-660.
- Colquitt, J., & George, G. (2011). From the editors-Publishing in AMJ - Part 1: topic choice. *The Academy of Management Journal (AMJ)*, 54(3), 432-435.
- Colquitt, J. (2012). Plagiarism policies and screening at AMJ. *The Academy of Management Journal (AMJ)*, 55(4), 749-751.
- Field, A. P. (2009). *Discovering statistics using SPSS: (and sex and drugs and rock 'n' roll)* (3rd ed.). Los Angeles, California.: SAGE Publications.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (Vol. 6). Upper Saddle River, NJ: Pearson Prentice Hall.
- King, G., Keohane, R. O., & Verba, S. (1994). *Designing social inquiry: scientific inference in qualitative research*. Princeton, N.J.: Princeton University Press.
- Lehman, D.R., S. Gupta & J.H. Steckel (1998); *Marketing Research*, Addison-Wesley.
- Malhotra, N. K. (2008). *Marketing research: An applied orientation*, 5/e. Pearson Education.
- Pedhazur, E. J., & Schmelkin, L. P. (1991). *Measurement, design, and analysis: an integrated approach*. Hillsdale, N.J.: Lawrence Erlbaum Associates.
- Sparrowe, R., & Mayer, K. (2011). From the editors: Publishing in AMJ-Part 4: grounding hypotheses. *The Academy of Management Journal (AMJ)*, 54(6), 1098-1102.
- Williamson, K., & Johanson, G. (2013). *Research methods: information, systems and contexts*. Prahran, Australia: Tilde University Press.
- Zhang, Y., & Shaw, J. D. (2012). Publishing in AMJ-Part 5: crafting the methods and results. *Academy of*
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Management Journal, 55(1), 8-12.

Zikmund, W. G. (2003). *Business research methods* (7th ed.). Mason, OH: Thomson/South-Western.
