

## COURSE OVERVIEW

*“Science for Better Business and a Better World: ...business can be a force for good when informed by knowledge from responsible research. (...). Responsible research ensures the production of credible knowledge that can be used to inform progressive government policies and promote positive business and management practices. “*

In [Responsible Research for Business and Management \(RRBM\)](#), accessed 1 Set 2021

This program aims to empower students to apply their acquired research methodology and data analysis skills to an unexplored scientific domain, culminating in developing a **Final Research Proposal** for a master's dissertation.

## COURSE OBJECTIVES

After completing this course, students will:

1. **Identify the research question(s) and discuss the gap(s)** they want to address in the master dissertation (including the internship report).
2. Fully perform a comprehensive and **updated literature review** on the chosen topic.
3. Identify the most **suitable methodology** to address the research problem and questions (i.e., research design, data collection methods and analysis).
4. Write and present a comprehensive **Final Research Proposal**, including (i) the literature review, (ii) the research model, inclusive of the research question(s)/hypotheses, and (iii) methodology, such as the selected methodological approach, the methods to be used, sampling, and the expected procedures of data collection and analysis.
5. Understand and **discuss the ethical issues** for conducting management research, underscoring the seven principles of responsible research ([RRBM](#)).

## TEACHING METHODS AND LEARNING ACTIVITIES

This course incorporates a variety of teaching and learning methods - short lectures coupled with asynchronous (pre-recorded) sessions, individual readings, and presentations. Students are expected to (i) ask for support in case of doubts or other matters of academic conduct and (ii) demonstrate mastery of the material through class participation and engagement in the assignments proposed.

Attendance is mandatory despite the use of a **blended learning approach**. This means that students are fully responsible for building their learning journey by following the asynchronous (pre-recorded) sessions and attending the presental/synchronous sessions. The following timetable planning guides students' workload and participation in major classroom meetings.

**Note:** To ensure equivalent conditions for all students, including those in international mobility, all students' presentations are done synchronously, on the same dates, and through Zoom.

## NETIQUETTE FOR ONLINE TRAINING

- It is important that you are fully present and an active participant, to create a safe space for sharing and discussion.
- For some of our training, you will be required to **keep your video cameras on**. Please ensure prior to attending that you have a fully functioning camera and microphone. If you have any issues with your equipment, please [contact us](#) as soon as possible. If you require your camera to be off as a workplace adjustment, please let us know in advance so that we can make the trainer aware.
- Please ensure that you are in a private space where you can maintain confidentiality and the privacy of the other participants.
- To maintain confidentiality, all participants are asked to agree to keep what is said within the group, and not record or take screenshots/photos without permission. Pictures or quotes from the session should not be posted on social media or elsewhere without the express permission of those involved.
- [Failure to follow these requirements will imply presential classes to all the class including additional assignments to Erasmus](#) (😊 Sorry, but research confirms peer pressure works!)

## BIBLIOGRAPHY

- Cooper, D., & Schindler, P. (2013). *Business Research Methods* (12th ed.). McGraw-Hill Higher Education.
- Saunders, M. N. (2016). *Research methods for business students* (7th ed.). Harlow, England: Pearson Education Limited Edinburgh Gate.
- Sekaran, U. (2003). *Research Methods for Business: A Skill-Building Approach* (4th ed.). John Wiley & Sons, Inc.
- Complementary bibliography will be provided and discussed with the respective supervisors

### Journals\_

- [Electronic Journal of Business Research Methods](#)
- [Journal of Mixed Methods Research](#)
- [Organisational Research Methods \(ORM\)](#)
- [Qualitative Research](#)
- [Qualitative Research in Organizations and Management](#)
- [Quality and Quantity](#)
- [Survey Research Methods](#)
- [The International Journal of Qualitative Methods](#)

### Sites\_

- [CARMA - Consortium for the Advancement of Research Methods and Analysis](#)
- [Evidence-based management](#)
- [Responsible Research for Business and Management \(RRBM\)](#)
- [STAR Scholars Network](#)
- [Plagiarism Prevention Resource Kit: APA Citations, Using Evidence, and the Writing Process](#)
- [APA 7<sup>th</sup> Ed. on Avoiding Plagiarism](#)

## COURSE CONTENT AND SCHEDULE

| Week               | Monday Class   | Preparation   |
|--------------------|--|---|
| Week I<br>19/9     | <i>Program presentation</i>  | All students completing the survey about the research question and supervisor <a href="#">here</a>  |
| Week II<br>26/9    | <i>Assignment 1 – Relevant Paper Presentation</i>  | All students presenting online via Zoom are grouped into six breakout rooms to receive feedback   |
| Week III<br>3/10   | <i>Tracking work progress</i>  | No class.<br>All students are expected to meet with their supervisors to discuss their research question(s) and objective(s) before the presentation. |
| Week IV<br>10/10   | <i>Assignment 2 – Research Question &amp; Objectives</i>                                   | All students presenting online via Zoom are grouped into six breakout rooms.  |
| Week V<br>17/10    | <i>Research Methods: Bibliometrics</i>   | Practical Illustration by ...To be confirmed<br>Asynchronous class by Prof. Aurora Teixeira   |
| Week VI<br>24/10   | <i>Research Methods: Sampling and Surveys</i>  | Survey Illustration by ...To be confirmed<br>Asynchronous class by Prof. Eduarda Silva and Pedro Campos   |
| Week VII<br>31/10  | <i>Research Methods: Parametric and non-parametric tests</i>                               | Practical Illustration by ...To be confirmed<br>Asynchronous class by Prof Alexandra Ramos  |
| Week VIII<br>7/11  | <i>Research Methods: Multivariate Data Analysis</i>  | Moderation-mediation study by ...To be confirmed<br>Asynchronous class by Prof. Paula Brito   |
| Week IX<br>14/11   | <i>Research Methods: Econometric Methods</i>   | Practical Illustration by ...To be confirmed<br>Asynchronous class by Prof. Margarida Mello   |
| Week X<br>21/11    | <i>Other Research Methods: Social network analysis, Data mining and Sentiment Analysis</i> | Practical Illustration by ...To be confirmed<br>Asynchronous class by Prof. João Gama   |
| Week XI<br>28/11   | <i>Research Methods: Qualitative Methods</i>   | Case Study Illustration by ...To be confirmed<br>Asynchronous class by Prof. Raquel Meneses   |
| Week XII<br>5/12   | <i>Tracking work progress</i>  | No class.<br>All students are expected to meet with their supervisors to review their Research Proposal before the presentation.                      |
| Week XIII<br>12/12 | <i>Assignment 3 – Final Research Proposal*</i>   | All students presenting online via Zoom and are grouped into six breakout rooms.  |

\*The written document with the Final Research Proposal is due by 23:59 on the 31<sup>st</sup> of January 2024 (Porto Time Zone). Later submissions will not be accepted.

## COURSE ASSESSMENT

Consistently, this course does not offer the option of a final exam. Grades are from 0 to 20. Requires a minimum of 10 points in the **Final Research Proposal** to pass. **There is no resit season to get approval.**

The **Final Research Proposal** must be original, and information sources (documents, websites, eBooks, etc.) must be referenced (including [ChatGPT](#)). **The expected number of words is 6500, all included.** The reference list at the end of the Final Research Proposal should provide the information necessary to identify and retrieve each work cited in the text and include only the works used in the report. These works support ideas, claims, concepts, and arguments. The referencing style in use (and required) at FEP is from the American Psychological Association ([APA – 7<sup>th</sup> version](#)). **This report is due on 31<sup>st</sup> January of 2025.**

The assessment criteria are:

1. **Research objective(s) and research question(s)** clearly stated and justified = **15%**
2. **Originality and relevance** (theoretical and practical) clearly explained based on evidence (scientific and other) = **15%**
3. **Updated literature review**, i.e., relevant to the research/project/internship objectives, showing coherence, integration, and critical interpretation = **25%**
4. **Description and justification of the appropriate methodology**, including expected: (i) instruments and sources of data, (ii) procedures of data collection, (iii) sampling, (iv) procedures of data analysis, and (v) a realistic timetable for the following steps = **25%**
5. **Quality of writing and referencing**, following [APA 7<sup>th</sup> Edition guidelines](#) = **20%**.  
**Special attention has to be given to in-text citations and complete references**

To help students manage their workload during the semester, some **Penalties apply in case the following outputs are not delivered on time** (all penalties are deemed as deductions to the final grade):

- **Assignment 1: Presentation + PowerPoint Report**, which is one page presenting the **research topic, purpose and relevance**. If the student does not submit the document **on MONDAY before the day of the presentation**, 1 point (out of 20). If the student delivered this report and did not make its presentation according to the recommended guidelines, 1 point (out of 20).
- **Assignment 2 - Presentation + PowerPoint Report on the relevant paper**. If the student does not upload the **presentation on MONDAY before the day of the presentation**, less 1 point (out of 20). If the student delivered this report and did not make its presentation according to the recommended guidelines, 1 point (out of 20).
- **Research methods sessions**: If the student does not attend at least four sessions (out of 7), 1 point (out of 20).
- **Assignment 3: Presentation on the 12/12**. If students do not make their presentation according to the recommended guidelines, 1 point (out of 20).
- **Final submission of a Written Report** containing information about the research topic, literature review, and methodology. **It is due by 31/01/2025; later submissions will not be accepted. See some illustrative templates in Moodle.**

## FACULTY



**Luísa Helena Pinto**  
Organizations and HRM  
[lhporto@fep.up.pt](mailto:lhporto@fep.up.pt)



**Miguel Sousa**  
Finance  
[msousa@fep.up.pt](mailto:msousa@fep.up.pt)



**Ana Cristina Freitas**  
Maths  
[amoreira@fep.up.pt](mailto:amoreira@fep.up.pt)



**João Ribeiro**  
Accounting & Mng  
Control  
[joao.ribeiro@fep.up.pt](mailto:joao.ribeiro@fep.up.pt)



**Maria Belém Barbosa**  
Strategy & Marketing  
[belem@fep.up.pt](mailto:belem@fep.up.pt)



**Adelaide Martins**  
Accounting & Mng  
Control  
[afmartins@fep.up.pt](mailto:afmartins@fep.up.pt)