

**Inter-American University of Puerto Rico**  
Metropolitan Campus  
Economics and Administrative Sciences Faculty  
**MBA PROGRAM**

**SYLLABUS**

**I. GENERAL INFORMATION**

Course Title	: ENTERPRISE RESEARCH METHODOLOGY
Course Code	: BADM 5030
Credits	: 3
Academic Term	:
Professor	: Dr. Luis A. Torres Luzunaris
Office Hours	:
Telephone Number	:
E-Mail Address	:

**II. DESCRIPTION**

Application of the scientific method in the solution of enterprise problems. The quantitative and qualitative research methodology and terminology will be used. Study of the research process, methodology, techniques and statistical analysis. Includes the preparation of a research proposal.

**III. OBJECTIVES**

After completing the Course students will be able to:

1. The scientific method review as a tool to acquire useful information from the standpoint of solving problems affecting the Company
  - 1.1 Research fundamental discussion.
  - 1.2 Study of research design and theoretical framework.
2. Analysis and selection of methodology and terminology of research, plus the investigation processes appropriate to contribute to the solution of business problems.
  - 2.1 Clarify issues related to the literature review.
  - 2.2 Discussion about the type of research and hypotheses as part of the research design.
  - 2.3 Study of the selection process and analyze in different types of research data.
3. Development an investigation proposal applied to issues affecting capitalist company in a global economy market.

3.1 Format and criteria study for the research proposal drafting.

## **IV. CONTENT**

### 1. Research Fundamentals.

- 1.1 Science Concepts: classification and its objectives.
- 1.2. Research general characteristics.
- 1.3. The causality concept.
- 1.4 The scientific model
- 1.5 Research Process.

### 2. Research Design.

- 2.1 Research problem.
- 2.2. Elements of the research problem.

### 3. Framework of the literature and theorist review.

- 3.1 Features the theoretical framework.
- 3.2 Stages in the elaboration of the theoretical framework.
- 3.3 Necessary elements in the literature review.

### 4. Research type: quantitative or qualitative.

- 4.1 Exploratory, descriptive, explanatory or correlation.
- 4.2 Qualitative research.

### 5. Formulation assumptions and experimental design.

- 5.1 Hypothesis characteristics.
- 5.2 Experimental and non-experimental research design.

### 6. Sample selection and data collection.

- 6.1 Optimal size and Central Limit theorem.
- 6.2. Collection of data for different types of research.

### 7. Data analysis method.

- 7.1 Statistical elements.
- 7.2 Qualitative analysis elements.

### 8. Investigation report preparation.

- 8.1 Research report format.
- 8.2 Research report criteria.

## **V. ACTIVITIES**

- A. Conferences and class discussion.
- B. Assessment of the sources of primary and secondary information in economics and business administration.
- C. Evaluation of scientific studies in disciplinary areas of business management.
- D. Research proposal preparation of any business problem.

## **VI. EVALUATION**

- A. Middle Test
- B. Research proposal.
- B. Final Test

## **VII. SPECIAL NOTES**

### **A. Specials Accommodations**

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro ' of Student Center.

### **B. Plagiarism**

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student ' s rules and Regulations handbook.

<http://Metro.Inter.edu/Servicios/documentos/reglamentosestudiantes2006.PDF>

Inter American University has very strict regulations regarding plagiarism (using the) (ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student ' rules and Regulations Handbook. This section explains what plagiarism is clearly. In addition, it explains the types of sanctions students are exposed to when they commit it.

### **C. use of Electronic Devices**

Cellular (mobile) and any other electronic device that could interrupt the telephones teaching-learning process or disrupt to favorable milieu for academic excellence will be mucus. Critical

situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, sending or storing of data during tests or examinations is prohibited.

## VIII. EDUCATIONAL RESOURCES

Text Book:

Hernández Sampieri Robert; Carlos Fernández Collado and Pilar Baptista Lucius (1998). Methodology the research. McGraw-Hill.

The CAI - online services Library. [www.CAI.Inter.edu](http://www.CAI.Inter.edu)

Web Page: What of the United States Treasury: <http://www.treas.gov/>

Web Page: United States Trade Representative: <http://www.ustr.gov/>

Web Page: Federal Department of Labor: [www.dol.gov](http://www.dol.gov)

Web Page: Board of Labor Statistics: [www.bls.gov](http://www.bls.gov)

Web Page Worldwide Bank: <http://www.worldbank.org/>

## IX. BIBLIOGRAPHY

Ander-Egg, E. (2003) Métodos y técnicas de investigación social IV. Buenos Aires: Grupo Editorial Lumen.

Ávila Baray, Héctor Luís (2006) Introducción a la metodología de la investigación. Recuperado en [www.eumed.net/libros/2006c/203](http://www.eumed.net/libros/2006c/203)

Boyatzis, R.E. (1998). Transforming Qualitative Information: Thematic Analysis and Code Development. Thousand Oaks, California, SAGE Publications, Inc.

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