

LOGISTICS, SUPPLY CHAIN & MARITIME BUSINESS

35022 - METHODOLOGY AND RESEARCH TECHNIQUES

General information

- Academic year 2023/24
- Course: First
- Trimester: First
- Number of credits: 3
- Teachers:
 - Helena M Hernandez Pizarro [<hhernandez@tecnocampus.cat>](mailto:hhernandez@tecnocampus.cat)

Teaching languages

- English

All the resources of this course are in English (90%) and Spanish(10%)

Presentation of the subject

This subject aims to deep on the essentials of the scientific method and provide the student with the basic tools and skills to be able to design and execute a research project. It also provides knowledge to understand, read and critically analyze scientific published studies.

It also helps to improve your skills to manage the different steps of the research process more efficiently and also to communicate your results more effectively: search and information management tools; processing and editing text; organization and data processing; presentation and communication of results.

Moreover, it allows to know and dominate the characteristics of the scientific method which has a crucial importance in the world of the company (establishing questions, carefully observing reality through data collection and contrasting facts, formulating and contrasting hypotheses, drawing conclusions and reformulating the problems and questions we ask ourselves), which are fundamental in the developing of markets, companies and organizations.

Competences/learning outcomes

Basic

- CB6 - Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
- CB10 Possess the learning skills that allow the students to continue studying in a way that will be largely self-directed or autonomous.

Specific

- CE1. Show autonomy with critical distance in issues or issues related to the maritime business, logistics and the supply chain and in the application of innovative ideas in these fields.
- CE7. Manage (plan, program and control) the flow of materials and information (flow of the supply chain) through the direction and coordinated management of the areas of purchases, production and physical distribution of the company.

Transversal

- CT1. Show willingness to learn about new cultures, experience new methodologies and foster international exchange in the context of logistics, the supply chain and maritime businesses.
- CT2. Show entrepreneurial leadership and management skills that strengthen personal confidence and reduce risk aversion.
- CT3. Develop tasks by applying the acquired knowledge with flexibility and creativity and adapting them to new contexts and situations.

No data

Contents

CONTENT

Block 1. Scientific Research in Social Science

1. The Scientific Method
2. Planning and Organization in a Scientific Project
3. Introduction to Scientific Publication of high impact

Block 2. Research Definition

1. Stylised Facts and Framework
2. Literature Review and the theoretical context
3. Research Problem definition and its hypothesis

Block 3. Methodology

1. Quantitative vs Qualitative Methodologies
2. Data Collection
3. Quantitative Methodology
4. Qualitative Methodology

Block 4. Scientific Research Communication

1. Communication Elements
2. Written Communication
3. Oral Communication

Sustainable Development Goals

- 05 - Gender equality
- 04 - Quality education
- 09 - Industry, innovation and infrastructure

Evaluation system

The assessment consists of:

30% Exam – Theoretical-Practical Multiple Choice Questions with Notes Exam

70% Continuous Assessment

40% Final Project in teams – A Research Proposal

30% Class Activities, including individual and in team activities

Students must obtain at least a minimum grade (4 out of 10) in each item of the assessment to pass the course.