

Research Methodology  
**Master's Degree in Business  
Internationalization**



UNIVERSIDAD  
**NEBRIJA**

## **General Information**

**Subject:** Investigation Methodology

**Degree:** Master's Degree in Business Internationalization

**Type:** Optional

**Language:** Spanish and English

**Mode:** On-site and distance

**Credits:** 6

**Year:** 1st

**Semester:** 2<sup>nd</sup>

**Professors/Teaching Team:** Santiago Budría Rodríguez, Ana Fernández-Ardavín

## **1 . COMPETENCIES AND LEARNING OUTCOMES**

### **1.1. Competencies**

#### **Basics Competencies**

CB6: Possess and understand knowledge that provides a foundation or opportunity to be original in the development and/or application of ideas, often in a research context.

CB7: Apply the knowledge acquired and the ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

CB8: Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9: Communicate conclusions, knowledge, and the ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous manner.

CB10: Possess learning skills that enable them to continue studying in a self-directed or autonomous manner.

#### **General Competencies**

CG5: Acquire the knowledge and learning necessary to continue developing more specialized studies in the field of research or doctoral studies.

CG8: Express themselves correctly, both orally and in writing, in Spanish and English, maintaining a suitable image in their professional activity.

#### **Specific Competencies**

CE10: Acquire techniques for professional writing of documents and presentation of reports in the field of international business.

CO3: Ability to develop the theoretical framework in a research topic.

## 1.2 Learning Outcomes

Upon completing this course, students should:

Understand the scientific method and methodological aspects of research.

Be able to develop the theoretical framework through literature review.

Apply quantitative and qualitative techniques in scientific research.

Develop skills to prepare scientific articles

## 2. CONTENT

### 2.1. Requirements

None.

### 2.2. Detailed Content

#### Content

- THE SCIENTIFIC METHOD AND ITS CHARACTERISTICS
  - Objective, characteristics, assumptions, techniques and stages of the scientific method.
  - Formulation of scientific hypotheses
  - Methodological aspects of the research
- THEORETICAL FRAMEWORK AND LITERATURE REVIEW
  - Importance of the critical review of the literature
  - Methods for an effective reading
  - Content and structure of a critical review
- QUANTITATIVE TECHNIQUES IN SCIENTIFIC RESEARCH
  - Experimental and non-experimental methods
  - Contrasts of hypothesis.
  - The multiple regression model. Estimation, modeling, validation and prediction.
- QUALITATIVE TECHNIQUES IN SCIENTIFIC RESEARCH
  - Direct, indirect and mixed methods
  - Theoretical framework, data collection and processing
- PREPARATION OF SCIENTIFIC ARTICLES
  - Criteria for evaluation of sources
  - Bibliographic review, work hypothesis, methodology, discussion and conclusions.
- Evaluation of the research activity.

### 2.3. Directed Activities

During the academic year, students will need to complete a certain number of directed activities, either individually or in groups.

The purpose of these Directed Activities is to familiarize students with the applied nature of the concepts discussed in the classroom, so they can appreciate the use of theory in analyzing real-life situations. Each teacher will propose throughout the course the Directed Activities that best suit the course, always with a minimum of two.

### 2.4 Educational Activities

In-Person Attendance
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Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF1 Lecture	45	100%
AF4 Tutorials	10	80%
AF6 Practical Classes. Seminars and Workshops	20	100%
AF7 Internships	10	100%
AF9 Individual Study and Independent Work	29	0%
A10 Individual or Group Assignments for Students	10	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
<b>TOTAL</b>	<b>150</b>	

  

Distance Learning Mode

Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF2 Lectures	60	0%
AF4 Tutorials	10	0%
AF9 Individual Study and Independent Work	19	0%
A12 Individual Student Assignments	20	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
A15 Study, Understanding, and Assessment of the Subject	15	0%
<b>TOTAL</b>	<b>150</b>	

### Teaching Methodologies

In-person and Distance Learning:

<b>MD1</b>	Expository Method / Lecture
<b>MD2</b>	Problem-Solving and Exercises
<b>MD3</b>	Cases Studies
<b>MD5</b>	Project-Based Learning
<b>MD10</b>	Cooperative learning

### 3. Evaluation system

#### 3.1. Grading system

*The grading system (R.D. 1125/2003, of September 5) will be as follows:*

0 - 4.9 Fail (F)

5.0 - 6.9 Pass (P)

7.0 - 8.9 Good (G)

9.0 - 10 Outstanding (O)

The "honors" designation may be awarded to students who have obtained a grade equal to or higher than 9.0. Its number cannot exceed five percent of the students enrolled in the subject in the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "honors" designation may be granted.

### 3.2. Evaluation criteria

#### Face-to-face modality

##### Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and participation	25%	25%
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	50%	50%

##### Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	75%	75%

#### Distance modality

##### Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and participation	20%	20%
SE2. Presentation of assignments and projects (individual practices and teamwork)	20%	20%
SE4. Final individual in-person exam	60%	60%

##### Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
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SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	75%	75%

The passing of any subject is subject to passing the corresponding final individual in-person exams.

### 3.3. Restrictions

#### Minimum grade

To calculate the average with the previous weightings, it is necessary to obtain at least a grade of 5 in the final exam.

#### Writing Standards:

Special attention will be paid to written assignments, practices, and projects, as well as exams, regarding both presentation and content, ensuring grammatical and spelling aspects are accurate. Failure to meet acceptable standards may result in points being deducted from the assignment.

### 3.4. Warning about plagiarism

The Antonio de Nebrija University will not tolerate plagiarism or copying under any circumstances. Plagiarism will be considered as the reproduction of paragraphs from sources other than the student's own work (Internet, books, articles, classmates' work, etc.), without citing the original source. The use of citations cannot be indiscriminate. Plagiarism is a serious offense.

If such practices are detected, it will be considered a serious offense and the sanction provided in the Student Regulations may be applied.

## 4. References

1. Aguinis H, Pierce CA, Bosco FA, Dalton DR, Dalton CM (2011) Debunking myths and urban legends about meta-analysis. *Organ Res Methods* 14(2):306–331
2. Alayo M, Iturralde T, Maseda A, Aparicio G (2021) Mapping family firm internationalization research: *bibliometric and literature review*. *RMS* 15(6):1517–1560
3. Bahuguna PC, Srivastava R, Tiwari S (2023) Two-decade journey of green human resource management research: a bibliometric analysis. *Benchmarking: Int J* 30(2):585–602
4. Deyanova K, Brehmer N, Lapidus A, Tiberius V, Walsh S (2022) Hatching start-ups for sustainable growth: *a bibliometric review on business incubators*. *RMS* 16(7):2083–2109
5. Gastel B, Day RA (2022) How to write and publish a scientific paper. *Bloomsbury Publishing*, USA
6. Hsu PL, Maccari EA, Mazieri MR, Storopoli JE (2018) A bibliometric review of institutional theory on higher education institutions. *Future Stud Res Journal: Trends Strategies* 10(3):383–401
7. Rieg R, Vanini U (2023) Value relevance of voluntary intellectual capital disclosure: a meta-analysis. *RMS* 17(7):2587–2631

8. Vogel B, Reichard RJ, Batistič S, Černe M (2021) A bibliometric review of the leadership development field: how we got here, where we are, and where we are headed. *Leadersh Q* 32(5):101381