

Disciplina:

ADM2836 - Metodologia de Pesquisa

Ementa:

Discussão dos princípios, conceitos e processos para o desenvolvimento de pesquisa acadêmica. Inicia-se pelo processo de revisão da literatura e identificação das principais lacunas para o desenvolvimento da pergunta de pesquisa/hipóteses. Passa para a revisão das abordagens qualitativa e quantitativa, assim como dos principais métodos dentro de cada abordagem. Por fim, aborda a construção dos alicerces do projeto de tese de doutorado.

Bibliografia:

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