



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Teorización y revisión de la literatura / Theorization and literature review
Subject code	E000014097
Mainprogram	Máster Universitario en Métodos de Investigación para Gestión Empresarial, Economía y Finanzas / Master in Research Methods for Management, Economics and Finance por la Universidad Pontificia Comillas
Involved programs	Máster Universitario en Métodos de Investigación para Gestión Empresarial, Economía y Finanzas [First year]
Level	Posgrado Oficial Master
Quarter	Semestral
Credits	4,0 ECTS
Type	Obligatoria
Department	Departamento de Marketing
Coordinator	Carmen Valor Martínez
Course overview	Este curso otorga al alumno/a las herramientas para formular una pregunta de investigación que dé lugar a una contribución teórica. Se enseña al alumno/a la lectura, localización y gestión de fuentes para su análisis, así como la referenciación. El/la alumno/a aprende también a realizar diferentes tipos de revisión de literatura, a formular modelos conceptuales y a desarrollar estrategias de teorización en un campo o área de trabajo.

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject



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Contribution to the professional profile of the degree

The student is taught how to read, locate, and manage sources for analysis, as well as how to reference them. This course provides students with the tools to formulate a research question that makes a theoretical contribution. The student also learns to conduct different types of literature reviews, formulate conceptual models, and develop theorization strategies in a field or area of work.

Competencies - Objectives

Competences

Conocimientos o contenidos

CN01	Los fundamentos, controversias, retos y contextos del trabajo de investigación, desde principios y valores democráticos, de justicia y de cuidado y con orientación hacia el logro de los Objetivos de Desarrollo Sostenible.
CN03	Los principios y elementos integrantes del diseño de una investigación en el ámbito de la Gestión, la Economía y la Empresa.

Competencias

CM01	Identificar y formular de modo claro, fundamentado y consistente problemas de investigación relevantes tanto desde la perspectiva científico-académica como social, desde los principios y valores democráticos y el marco de los Objetivos de Desarrollo Sostenible como referentes.
CM02	Desarrollar el proceso completo de diseño y ejecución de un proyecto de investigación (en elementos y fases del proceso), consistentes con el problema de investigación, generadores de contribución científica relevante, y orientados por el impacto social.
CM04	Reportar y difundir resultados fundamentados de la investigación a través de una comunicación eficaz, oral y escrita, tanto a la comunidad de investigadores y de profesionales relacionados con las problemáticas estudiadas, como a una diversidad de públicos no especializado.

Habilidades o destrezas

HA02	Apreciar las implicaciones de los enfoques metodológicos alternativos (y sus fundamentos onto-epistemológicos y axiológicos) sobre el diseño de la investigación, sobre el análisis, interpretación y reporte de datos, y sobre la construcción de teorías.
HA03	Evaluar críticamente los diversos métodos y técnicas de investigación, así como discernir su utilidad para cada contexto de investigación.
HA04	Ser consistentes en el uso de las herramientas de investigación en el conjunto dentro del diseño y el contexto de un proyecto de investigación.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Module 1. Scientific Information and Information Sources



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- Searching for Scientific Information in Databases
- Indicators of Scientific Research Quality
- Citation Styles and Reference Management
- Information Management Strategies
- Systematic Review Methodology
- The Use of AI in Systematic Reviews

Module 2. Formulation of research questions and strategies for theorizing

- Theorizing Strategies
- The Structure of Science
- Approaches to Causality
- Requirements, Origins, and Contributions of Research Questions
- Strategies for Formulating Research Questions
- Types of Theory
- Strategies for Conceptualization

TEACHING METHODOLOGY

General methodological aspects of the subject

A combination of lectures, workshops, reflective activities, and individual research assignments will be used, through which students are expected to develop their competencies under the guidance of the instructors. Students are also expected to work independently outside the classroom by completing the assigned readings and preparing the assessment tasks.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
AF15. Sesiones tutoriales (virtual). Orientación personal o virtual síncrona que el docente realiza con los/as estudiantes y que consiste en una ayuda particular integrada dentro del proceso formativo, ayudando así al avance en el proceso formativo.	AF12. Ejercicios y resolución de casos y de problemas (virtual). Sesiones síncronas en las que los/as docentes realizan de manera individual o junto con los/as estudiantes problemas, casos o cualquier tipo de ejercicio pertinente vinculado con la actualidad de la materia y/o con empresas u organizaciones reales, para la adquisición de competencias de las asignaturas.	AF1. Lecciones de carácter expositivo. Sesiones en las que los/as docentes exponen contenidos concretos, que pueden estar apoyados o no por recursos tecnológicos, en la que existirán periodos de explicación a cuestiones o dudas planteadas por los/as estudiantes.
2.00	12.00	14.00
NON-PRESENTIAL HOURS		
AF7. Estudio y lectura organizada. Tiempo de estudio por parte del estudiante dedicado a preparar, profundizar y analizar en los contenidos de las asignaturas o materias, así como realizar ejercicios prácticos.	AF8. Trabajos monográficos y de investigación, individuales o colectivos. Los/as estudiantes trabajan de manera individual o colectiva un tema objeto de estudio relacionado con una asignatura o materia y/o con empresas u organizaciones reales, mediante la búsqueda de información, el análisis y la elaboración de documentos.	
22.00	50.00	



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ECTS CREDITS: 4,0 (100,00 hours)

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Final assignment	Rubric	50
Individual assignments	Assessment rubric	30
Workshops in class	Attendance and rubric	20

Ratings

Assessment

Students' final grade will be calculated by weighting the **Information Sources module** at **37.5%**, with the remaining percentage corresponding to the activities completed in the **Theorization Strategies module**. Both modules must be passed independently. Each module must be passed separately. If a student fails one of the modules (Theorization or Information Sources Management), the final course grade will be the **lowest grade obtained**.

Students must attend at least **75% of classes** in order to be assessed in the first examination period. In addition, within each module, both the final assignment and in-class assessments must be passed.

If a student fails the first examination period, any components that have been passed will be carried forward to the second (resit) examination period, meaning the student will only need to resubmit or repeat the failed assignments.

PLEASE READ THE UNIVERSITY REGULATIONS ON PLAGIARISM CAREFULLY. IMPROPER REPRODUCTION OF OTHER PEOPLE'S WORK IS CONSIDERED A SERIOUS OFFENCE (SEE UNIVERSITY REGULATIONS).

This course is classified as **Level 3 (AI permitted with special conditions)** according to the Institutional AI Assessment Scale (Perkins et al., 2024). This means that students may use Artificial Intelligence (AI) tools to support specific tasks, provided that they:

1. Critically evaluate and revise any AI-generated content.
2. Fully document and disclose their use of AI.

Unrestricted or unmonitored use of AI is not permitted. Students must demonstrate critical judgment in order to ensure both academic integrity and their own learning.

For **non-generative AI**, students must specify:

- Which tools were used;



- Which parts of the assignment involved these tools;
- The keywords used, where applicable.

For **generative AI**, students must specify:

- Which tools were used;
- The prompts provided to the AI system;
- The exact sections of the assignment in which AI contributed.

Students are permitted to use AI tools to support the **search and retrieval of information sources**, as discussed in class. AI may also be used to assist in the creation of **tables, figures, and images**, provided that these visual elements are based entirely on the student's own original data and analyses.

However, the use of **generative AI to produce written text, generate research ideas, or critique the literature is prohibited**, as it prevents students from developing the critical and abstract thinking skills that are core learning objectives of the course.

The inappropriate use of ChatGPT or other generative AI platforms will be considered a serious academic offence under **Article 168.2.e of the University General Regulations**, namely: *"engaging in actions intended to falsify or undermine systems for assessing academic performance."* Consequences may include:

- Temporary suspension of up to three months;
- Prohibition from sitting examinations in the examination period immediately following the sanction, in one or more enrolled courses;
- A failing grade (0) in the relevant course;
- Ineligibility to take the course examination in the subsequent examination period.

Accordingly, the use of ChatGPT or other generative AI tools in completing coursework will be considered inappropriate (and therefore prohibited) whenever such use substantially compromises the ability of assessment methods to evaluate the student's acquisition of the course competencies. Nevertheless, instructors may authorize specific uses of generative AI. The conditions under which such uses are permitted will be explicitly stated in the assignment instructions.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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