

# a investigação no ensino-aprendizagem práticas de articulação

## Introduction to Research Work Practices and Results

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### Abstract

Considering the current importance of scientific research, in the academic world as well as in any business-related context (Hunter, Laursen & Seymour, 2007), and in view of the transverse nature of the skill set it requires (Lopatto, 2009), efforts have been made, within the first cycle degree in Office Management and Business Communication (OMBC) held at the Higher School of Technology and Management of Águeda (ESTGA), to create conditions that foster the convergence and interaction of training and research, providing students with skills that enable them to contact with tools, methodologies and knowledge creation situations through diversified initiatives. Thus, the present study describes different initiatives that have been carried out with the aim of promoting the introduction to scientific research within the context of this degree, which, itself, includes several different fields, such as Languages, Office Management and Business Communication, Social Sciences, Management, IT Applications, among others. Moreover, this study also outlines not only the evolution in the number of directly involved students, but also the contribution of the different curricular units, the typology of produced research works, as well as its dissemination context.

### Testimonial

"Research work allows the expansion and production of knowledge and the development of the capacity for self-reflection and critical analysis. The accomplishment of this type of work during a first cycle degree is extremely important, since it constitutes itself as the first contact students establish with advanced research activities. I feel it was important to have had this experience, since it allowed a better preparation for the works that I am now developing as an MA student."

Francisca Macedo, former OMBC student, currently attending a masters degree in Languages and Business Relations

### Contextualization

The degree in OMBC aims at training qualified professionals, capable of assisting and providing support to board or administrations members of public and private companies or agencies, at both national and international levels. It also aims at preparing graduates to manage communication flows, contributing to the management process and development of organizations. Therefore, this degree is characterized by a clearly multidisciplinary formation, which is anchored in different scientific fields, such as Languages (66 ECTS), Office Management and Business Communication (54 ECTS), Social Sciences (18 ECTS), IT (12 ECTS), etc. It provides a clearly interdisciplinary formation, sustained by regular initiatives based on competences articulation between different curricular units, and presents a strong practical content, embodied, for example, in the inclusion of an Event Organization and Management Project (4th semester | 6 ECTS) and an Internship (6th semester | 18 ECTS). In addition, as a result of the close relationship established over the years with local organizations, this degree has also been reinforcing actions of joint work with several regional entities, namely with the Business Association of Águeda (BAA).

### Strategies to encourage the introduction to scientific research

In order to encourage the introduction to scientific research, several strategies have been implemented over the course of the last two years. These can be organized into two main areas:

#### A) Curricular context

- Implementation of contents directly related to scientific research initiation within the syllabus of several curricular units (e.g. Portuguese II, IT Office Applications II). These enable students to develop skills relevant to the creation of scientific articles or posters, namely research and management of data, text production and formatting;
- Definition of assessment methodologies and/or activities, both in and off the context of competences aggregation between curricular units, with the aim of consolidating previously acquired research skills. Requesting the development and production of scientific papers and posters (Portuguese II, Office Applications II, English Language & Organizational Culture, English – Translation Technologies) are some noteworthy examples.

#### B) Extracurricular context

- Promotion of workshops aiming the acquisition of fundamental competencies regarding tools and strategies applied in research situations (in articulation with UA Library Services);
- Regular participation in scientific events related to nuclear areas of this degree;
- Consolidation and diversification of the relationships with the local corporate environment, specifically through collaboration in applied research projects.

### Results

In 2016 and 2017, several research works developed by students or with their collaboration were presented at the *ESTGA VI and VII Office Administration Conferences* (see Table 1 and Fig. 1, 2 and 3). This annual initiative, one that is organized by students enrolled in the Event Organization and Management Project, gathers Associations, professionals and students with the main objective of discussing topics of interest to the area. Its scientific committee is composed of professors from different Higher Education Institutions with expertise in the field of Office Management and Business Communication.

	Poster	Oral Communication
2016	4	1
2017	4	1

Table 1: Research works developed by students participating in the ESTGA, Office Administration Conferences

The diversity of the presented works showcases not only the involvement of teachers from various scientific areas but also the steady participation of students in scientific initiatives (Table 2).

	Poster	Oral Communication
2016	14	2
2017	13	3

Table 2: Number of students involved in scientific initiatives

As it can be seen in Table 3, the developed research projects are not only interdisciplinary, but they also denote a clearly applied nature.

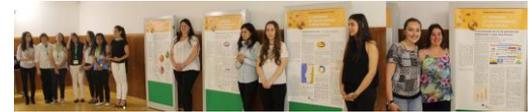


Figure 1: Poster presentation, 2016



Figure 2: Poster presentation, 2017



Figure 3: Oral communication, 2017

Posters/Oral Communications
Office Management in the era of business globalization: the Portuguese-French case.
Wirtschaftswunder – How do you translate it?
Portugiesenviertel – Where do we walk?
External communication of companies in the region of Aveiro: Analysis of their presence in the WWW
Current skill set of Office Management professionals
The Portuguese language as an added-value in the professional context: Analysis of employment advertisements in the United Kingdom
The online presence of Portuguese associations in the United Kingdom
Lines of action for business change – BAA's intervention
ABA's Footprint

Table 3: Research works carried out in 2016 and 2017

### Final remarks

The integration of students in scientific initiatives has led to a new format of shared work between students and teachers. This practice has ensured:

- A higher student autonomy, considering that in 2017 they have presented themselves an oral communication;
- An extension of the represented study topics, reinforcing the applied character of the developed research;
- Great motivation to bring continuity to this line of work, namely through the dissemination of results in other fora.

### References

Hunter, A.-B., Laursen, S. L. and Seymour, E. (2007). Becoming a scientist: The role of undergraduate research in students' cognitive, personal, and professional development. *Science Education*, 91: 36–74.  
Lopatto, D. (2009). *Science in solution: the impact of undergraduate research on student learning*. Tucson: Research Corporation for Science Advancement.