

## Introduction

Amílcar Moreira and Inês Faria  
27/01/2026, 18:00-19:30  
FRANCESINHAS 2, Sala 2.02

## Our goal for today

- Familiarize students with the objectives, structure and evaluation model of the Course Unit.
- Familiarize students with the types of Master's Project that they can choose to develop.
- Familiarise students with the rationale of conducting a Master's Project.
- Familiarise students with the issues concerning the choice of, and relationship with a Supervisor.

## 1. Course Unit Learning Goals:

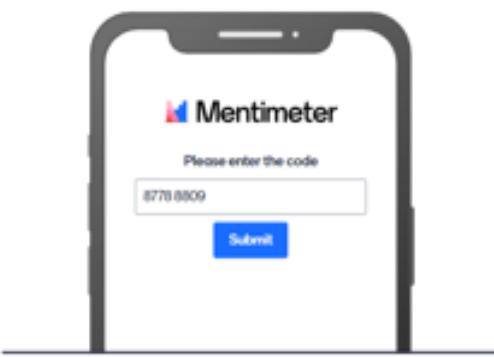
- Help students to choose the (type of) Master's Project they will carry out.
- Help students to choose the topic of their Master's Project.
- Provide students with foundational methodological skills to successfully complete their Master's Project.
- Provide students with necessary skills to collect, qualitative and quantitative, data for their Masters' Project.

# Introduction

## ACTIVITY: #1

Acede a

[www.menti.com](https://www.menti.com)



Code: 3446 7770



**WHO:** Groups of 2

**WHAT:** Name one skill you consider important to successfully conclude your Master's Project

**WHERE:** Menti.com

**HOW LONG:** 2 Minutes

**2:00**

# Introduction

**By the end of this Course Unit, you should:**

- **Have chosen the type of Master Project and the topic you will be working on.**
- **Be able to conduct an Exploratory Bibliographic Search, and write 'Annotated Bibliographies', which will help you in narrowing the topic of your Master's Project.**
- **Be able to conduct a Systematic Bibliographic Search, and to use an 'Article Matrix' to systematize evidence in literature.**
- **Be able to define the Research Question (and Hypothesis) that will guide the data collection and analysis in your Master's Project.**
- **Know what are the key approaches for collecting (qualitative and quantitative) data and how to implement them.**

## 2. Program Structure

- 1. Introduction**
- 2. Gaining Information on Your Topic of Interest**
- 3. Conducting a Review of The Literature (Parts I & II)**
- 4. Research Problem, Research Question & Objectives**
- 5. Choosing a Research Design**
- 6. Data Collection Strategies: Qualitative Data (Parts I & II)**
- 7. Data Collection Strategies: Quantitative Data (Parts I & II)**
- 8. Reporting Findings: Designing Tables & Graphs**
- 9. Systematic Reviews of Literature/Evidence**

## 2. Program Structure

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## 2. Program Structure

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  - 5. Choosing a Research Design**
  - 6. Data Collection Strategies: Qualitative Data (Parts I & II)**
  - 7. Data Collection Strategies: Quantitative Data (Parts I & II)**
  - 8. Reporting Findings: Designing Tables & Graphs**
  - 9. Systematic Reviews of Literature/Evidence**
- Sources of Inspiration for Choosing your Topic.
  - Conducting an Exploratory Bibliographic Search.
  - How to Read a Scientific Paper.
  - Writing an Annotated Bibliography.
  - Referencing Rules.

## 2. Program Structure

- 1. Introduction**
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- 9. Systematic Reviews of Literature/Evidence**

- The Role of the Literature Review in the Master's Project
- How to Identify Gaps in the Literature.
- Using the PRYSMA Protocol for Structuring a Systematic Bibliographic Search
- Conducting a Systematic Bibliographic Search using Scopus
- Creating an 'Article Matrix' as a tool for systematizing information.

## 2. Program Structure

1. Introduction
  2. Gaining Information on Your Topic of Interest
  3. Conducting a Review of The Literature (Parts I & II)
  4. **Research Problem, Research Question & Objectives**
  5. Choosing a Research Design
  6. Data Collection Strategies: Qualitative Data (Parts I & II)
  7. Data Collection Strategies: Quantitative Data (Parts I & II)
  8. Reporting Findings: Designing Tables & Graphs
  9. Systematic Reviews of Literature/Evidence
- Research Problem vs. Research Question vs. Objectives
  - How to write clear and effective Research Questions/Objectives
  - The Analytical Model: Causal relations and the definition of research hypothesis

## 2. Program Structure

- 1. Introduction**
  - 2. Gaining Information on Your Topic of Interest**
  - 3. Conducting a Review of The Literature (Parts I & II)**
  - 4. Research Problem, Research Question & Objectives**
  - 5. Choosing a Research Design**
  - 6. Data Collection Strategies: Qualitative Data (Parts I & II)**
  - 7. Data Collection Strategies: Quantitative Data (Parts I & II)**
  - 8. Reporting Findings: Designing Tables & Graphs**
  - 9. Systematic Reviews of Literature/Evidence**
- Research Design in a Master's Project
  - Research Design in Qualitative Research Projects
  - Research Design in Quantitative Research Projects

## 2. Program Structure

### 1. Introduction

### 2. Gaining Information on Your Topic of Interest

### 3. Conducting a Review of The Literature (Parts I & II)

### 4. Research Problem, Research Question & Objectives

### 5. Choosing a Research Design

### 6. Data Collection Strategies: Qualitative Data (Parts I & II)

### 7. Data Collection Strategies: Quantitative Data (Parts I & II)

### 8. Reporting Findings: Designing Tables & Graphs

### 9. Systematic Reviews of Literature/Evidence

- Qualitative Primary vs Secondary Data
- Key tools/approaches in the collection of qualitative primary data (semi-directive interviews, focus groups, journey mapping).
- Digital Ethnography Methods
- Ethical issues in the collection of qualitative primary data.

## 2. Program Structure

- 1. Introduction**
  - 2. Gaining Information on Your Topic of Interest**
  - 3. Conducting a Review of The Literature (Parts I & II)**
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  - 5. Choosing a Research Design**
  - 6. Data Collection Strategies: Qualitative Data (Parts I & II)**
  - 7. Data Collection Strategies: Quantitative Data (Parts I & II)**
  - 8. Reporting Findings: Designing Tables & Graphs**
  - 9. Systematic Reviews of Literature/Evidence**
- Primary vs Secondary Quantitative Data
  - Collecting Primary Data: Questionnaire Design and Sampling
  - Collecting and Using Secondary Data: Composite Indicators
  - Ethical issues in dealing with quantitative data.

## 2. Program Structure

- 1. Introduction**
  - 2. Gaining Information on Your Topic of Interest**
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  - 5. Choosing a Research Design**
  - 6. Data Collection Strategies: Qualitative Data (Parts I & II)**
  - 7. Data Collection Strategies: Quantitative Data (Parts I & II)**
  - 8. Reporting Findings: Designing Tables & Graphs**
  - 9. Systematic Reviews of Literature/Evidence**
- Guidelines for choosing the best way to present data
  - Scale of Measurement and the Presentation of Quantitative Data
  - Graphs: Types and uses
  - Rules for Designing Graphs and Tables

## 2. Program Structure

- 1. Introduction**
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- 7. Data Collection Strategies: Quantitative Data (Parts I & II)**
- 8. Reporting Findings: Designing Tables & Graphs**
- 9. Systematic Reviews of Literature/Evidence**
  - Types of Reviews: Bibliometric Analysis, Narrative Reviews, Systematic Reviews, Meta Analysis
  - Bibliometric Analysis: Aims and Uses
  - Introduction to VOS

## 3. Bibliography \*

- Babbie, E. (2016) The Practice of Social Research. Boston: Cengage Learning.
- Bryman, A. (2012) Social Research Methods. New York: Oxford University Press.
- Cassel, C., Cunliffe, A., Grandy, G. (2018) Qualitative Business and Management Research Methods: History and Traditions. London: Sage.
- Creswell, J. W. (2013) Qualitative Inquiry & Research Design: Choosing among Five Approaches. London: Sage (3rd edition).
- Hennink, M., Hutter, I. and Bailey, A. (2020) Qualitative Research Methods. SAGE Publications Limited, Thousand Oaks.
- Kumar, R. (2012) Research Methodology: A Step-by-Step Guide for Beginners. London: Sage.
- Sarantakos, S. (2012) Social Research. London: Red Globe Press.

\* Additional (specific) bibliography will be provided per topic covered.

## 4. Continuous Evaluation:

Students will be assessed following of a Continuous Evaluation model, structured as follows:

### 1. Course 'Tasks':

- An **Annotated Bibliography**, of a paper on a topic of the student's choice\*, to be submitted by the **9th of February**, at **23:59 (worth 1 Point)**;
- A **Systematic Bibliographic Search, using Scopus** (students need to submit a completed PRYSMA Protocol, and the resulting list of references using the Harvard Referencing Style), to be submitted by the **9th of March**, at **23:59 (worth 4 Points)**.

## 4. Continuous Evaluation:

Students will be assessed following of a Continuous Evaluation model, structured as follows:

### 2. Research Proposal\*:

- Maximum of 2000 words, excluding bibliographic references.
- Submitted by June 5<sup>th</sup>, at 11:59 PM.
- Worth 15 Points.

\* A more detailed outline will be provided during the semester.

## 4. Continuous Evaluation:

**The grades for the Continuous Evaluation will be published during the Regular Assessment Period.**

## 4. Individual Written Exam

- Students who:
  - **Formally opt out of the Continuous Evaluation, as by email to the Course Unit Coordinator by the 27th of February, at 23:59;**
  - **Fail to obtain a passing grade (10 points out of 20) at the end of the Continuous Evaluation;**
  - **Whish to improve the grade obtained at the end of the Continuous Evaluation.**
- **Covers all the contents taught in the course, during the Repeat Assessment Period.**

## 5. Support

**The Course Unit Lecturers will be available to answer questions/discuss doubts on MSTeams in the following Schedule:**

**Fridays, between 2pm and 3pm.**

**Requests need to be sent until 6pm of the previous day. Requests sent after this deadline will not be attended.**

## ACTIVITY: #2



Microsoft Teams

# 2:00

**WHO:** Individual

**WHAT:** Do you have any doubts about how the Course Unit is organised?

**WHERE:** RMMP-MIRS S08 (TP) [2025-2026 2º Semestre] / General

**HOW LONG:** 2 minutes

# Introduction

**Types of Master's Project**

**Dissertation**

**Project**

**Internship (Report)**

# Introduction

	DISSERTATION	PROJECT	INTERNSHIP REPORT
OBJECTIVE	<ul style="list-style-type: none"> <li>Deals with a relevant theoretical question.</li> <li>Results can be generalized.</li> </ul>	<ul style="list-style-type: none"> <li>Deals with an actual problem in the work (or organizational) environment.</li> </ul>	<ul style="list-style-type: none"> <li>Describe, and reflect upon, on the activities developed during the Internship.</li> </ul>
SHOULD HAVE	<ul style="list-style-type: none"> <li>Theoretical framework.</li> <li>Theoretical Exercise or Empirical Analysis component.</li> <li>Conclusion, w/ suggestions for future research.</li> </ul>	<ul style="list-style-type: none"> <li>Theoretical framework.</li> <li>Methodology .</li> <li>Empirical Analysis.</li> </ul>	<ul style="list-style-type: none"> <li>Describe the functions and tasks performed, by reference to a relevant theoretical framework.</li> <li>Discuss how the academic training received during the Master was applied in the context of the internship.</li> </ul>
SUPERVISION	<ul style="list-style-type: none"> <li>Lecturer or Expert.</li> </ul>	<ul style="list-style-type: none"> <li>Lecturer or Expert.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible in the host organization.</li> <li>Co-supervisor: Lecturer or Expert.</li> </ul>

## Master's Project: Format and Size

### Size (max.):

- 35 pages/ 10 000 words (excluding annexes, table of contents and references)
- 50 pages/10 000 (including annexes)

### Referencing: Harvard

## Types of Master's Project

Get to know them better:

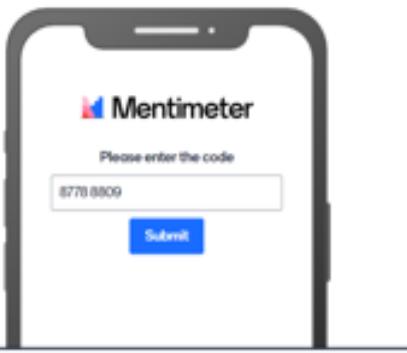
- ISEG Masters' regulation
- Guide for Master's Project developmet, p. 5-6
- Rules for the presentation of written work ISEG/UL

# Introduction

## ACTIVITY: #3

Acede a

[www.menti.com](https://www.menti.com)



Code: 7368 8664



2:00

**WHO:** Individual

**WHAT:** What kind of Master's Project would you like to pursue?

- Dissertation
- Project
- Internship Report
- 'Don't Know'

**WHERE:** [www.menti.com](https://www.menti.com)

**HOW LONG:** 2 Minutes

## Planning to Write a Dissertation?

# Introduction

**Planning to Write a Dissertation?**

**What options do you have?**

Let's explore Dissertations from previous years ...

# Introduction

## What options do you have?

- **Quantitative Study, using Survey or Secondary Quantitative Data**



## What options do you have?

- **Quantitative Study, using Survey or Secondary Quantitative Data**

MASTER  
ECONOMICS AND MANAGEMENT OF SCIENCE, TECHNOLOGY  
AND INNOVATION

MASTER'S FINAL WORK  
DISSERTATION

DETERMINANTS OF PUBLIC CHARGING INFRASTRUCTURE FOR PLUG-IN  
ELECTRIC VEHICLES IN THE EUROPEAN UNION - USING FUZZY-SET  
QUALITATIVE COMPARATIVE ANALYSIS (FSQCA)

TIAGO VIEIRA PESSOTTI RANGEL

SUPERVISION:  
PROFESSOR RICARDO FIGUEIREDO BELCHIOR, PhD

OCTOBER - 2022

## What options do you have?

- **Quantitative Study, using Survey or Secondary Quantitative Data**



MASTER  
ECONOMICS AND MANAGEMENT OF SCIENCE, TECHNOLOGY  
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DETERMINANTS OF PUBLIC CHARGING INFRASTRUCTURE FOR PLUG-IN  
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# Introduction

## What options do you have?

- Qualitative Study, using data from interviews, focus groups, etc..

# Introduction



## What options do you have?

### MESTRADO

ECONOMIA E GESTÃO DE CIÊNCIA, TECNOLOGIA E  
INOVAÇÃO

### TRABALHO FINAL DE MESTRADO

DISSERTAÇÃO

LISBOA SMART CITY: UM ESTUDO SOBRE DIMENSÕES E A  
PARTICIPAÇÃO DOS CIDADÃOS.

MARIA ELIZA DE NADAL

NOVEMBRO - 2020

## What options do you have?

- Qualitative Study, using data from interviews, focus groups, etc..



**MESTRADO**  
ECONOMIA E GESTÃO DE CIÊNCIA, TECNOLOGIA E  
INOVAÇÃO

**TRABALHO FINAL DE MESTRADO**  
DISSERTAÇÃO

LISBOA SMART CITY: UM ESTUDO SOBRE DIMENSÕES E A  
PARTICIPAÇÃO DOS CIDADÃOS.

MARIA ELIZA DE NADAL

NOVEMBRO - 2020

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# Introduction

## What options do you have?

- **Policy Analysis, using institutional data (legislation, etc.).**

# Introduction

## What options do you have?



### MASTER

ECONOMIA E GESTÃO DE CIÊNCIA TECNOLOGIA E  
INOVAÇÃO

### MASTER'S FINAL WORK

DISSERTATION

NON-PRACTICING ENTITY'S IMPACT ON CHINA'S PATENT MARKET AND  
INNOVATION ACTIVITIES

YU QINGFANG

OCTOBER- 2022

# Introduction

## What options do you have?



### MASTER

ECONOMIA E GESTÃO DE CIÊNCIA TECNOLOGIA E  
INOVAÇÃO

### MASTER'S FINAL WORK

DISSERTATION

NON-PRACTICING ENTITY'S IMPACT ON CHINA'S PATENT MARKET AND  
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YU QINGFANG

OCTOBER- 2022

# Introduction

## What options do you have?

- Policy Analysis, using institutional data (legislation, etc.).

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# Introduction

**What options do you have?**

- **Systematic Review of Literature.**



## What options do you have?

### MASTER

MASTER IN ECONOMICS AND MANAGEMENT OF SCIENCE,  
TECHNOLOGY AND INNOVATION

### MASTER'S FINAL WORK

DISSERTATION

A BIBLIOOMETRIC ANALYSIS OF THE COVID-19 PANDEMIC IMPACT ON  
STI LITERATURE

BERNARDO MOTTA MONTEIRO

DECEMBER - 2022

## What options do you have?

- **Systematic Review of Literature.**



**MASTER**  
MASTER IN ECONOMICS AND MANAGEMENT OF SCIENCE,  
TECHNOLOGY AND INNOVATION

**MASTER'S FINAL WORK**  
DISSERTATION

A BIBLIOMETRIC ANALYSIS OF THE COVID-19 PANDEMIC IMPACT ON  
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BERNARDO MOTTA MONTEIRO

DECEMBER - 2022

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## Master's Project: Dissertation

### Typical Structure

- **Introduction**
- **Literature review**
- **Methodology and Data**
- **Analysis and Findings**
- **Conclusion (limitations, key findings & contributions, directions for future research).**

# Introduction

**Planning to Conduct a Project?**

**What options do you have?**

Let's explore Projects from previous years ...



## What options do you have?

MESTRADO EM

ECONOMIA E GESTÃO DE CIÊNCIA,  
TECNOLOGIA E INOVAÇÃO

TRABALHO FINAL DE MESTRADO

TRABALHO DE PROJETO

Plano de negócio para comercializador retalhista de  
energia renovável no Brasil

Karine Rodrigues Bueno

2024



# What options do you have?

- **Project.**

**MASTER**  
INNOVATION AND RESEARCH FOR SUSTAINABILITY

**MASTER'S FINAL WORK**  
PROJECT

DEVELOPING A FOUNDATIONAL BUSINESS FRAMEWORK FOR MALHA COOPERATIVA: BALANCING GROWTH AND COOPERATIVE PRINCIPLES

JOANA RUSHITI

JANUARY - 2025

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## Master's Project: Project

### Typical Structure

- **Introduction**
- **Literature review**
- **Methodology and Data**
- **Analysis and Findings**
- **Conclusion (limitations, key findings & contributions, directions for future research).**

# Introduction

## Planning to do an Internship?

# Introduction

**Planning to do an Internship?**

**What options do you have?**

Let's explore Internship Reports from previous years ...



# Introduction



## What options do you have?

MASTER IN  
INNOVATION AND RESEARCH FOR SUSTAINABILITY

MASTER'S FINAL WORK  
INTERNSHIP REPORT

- Internship Report.

TOWARDS A SUSTAINABLE REAL ESTATE MARKET:  
TACKLING ENERGY POVERTY THROUGH ENERGY  
EFFICIENCY POLICIES IN URBAN AND RURAL PORTUGAL

MADALENA DIAS FERREIRA PEREIRA DOS SANTOS

JANUARY - 2025

# Introduction

What options do you have?

- Internship Report.



**MASTER IN**  
**INNOVATION AND RESEARCH FOR SUSTAINABILITY**

**MASTER'S FINAL WORK**  
**INTERNSHIP REPORT**

TOWARDS A SUSTAINABLE REAL ESTATE MARKET:  
TACKLING ENERGY POVERTY THROUGH ENERGY  
EFFICIENCY POLICIES IN URBAN AND RURAL PORTUGAL

MADALENA DIAS FERREIRA PEREIRA DOS SANTOS

JANUARY - 2025

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## Master's Project: Internship Report

### Typical Structure

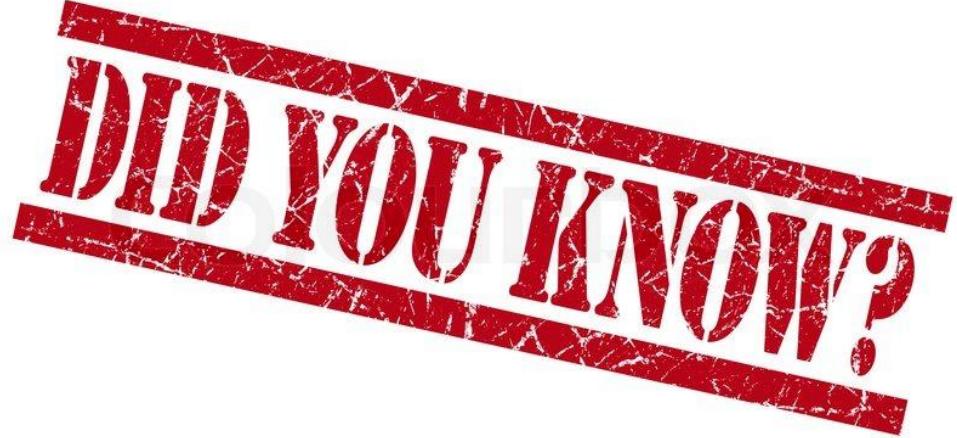
- **Introduction**
- **Theoretical Framework**
- **Methods**
- **Description of Functions(s) and Tasks**
- **Discussion (Reflection on how academic training received during the Master was applied in the context of the Internship)**

## 6. Internal Deadline

1. By the **3<sup>rd</sup> of February**, you will be provided list of **potential supervisors** and **topics** they are interested in supervising.
2. By the **2nd of March 2026**, students are required **to complete a Google Sheets file**, made available by the Course Unit Coordinator, with the following information:
  - **Type of Master's Project** (Dissertation, Project, Internship Report);
  - **Topic**.

## 7. Managing your Supervisor

# Introduction



**One of the key aspects of  
successfully completing your  
Master's Project is a good  
relationship with your  
Supervisor?**

# Introduction



## HOW TO BUILD A GOOD RELATIONSHIP WITH YOUR SUPERVISOR?



- Think carefully about your topic before the first approach.
- Schedule regular meetings and prepare notes of the meetings.
- Submit texts/documents on agreed dates.
- Be autonomous & pro-active.
- Be clear about the type of support you need.
- Not complying with what was agreed with the Supervisor.
- Missing meetings scheduled in advance.
- Submit low quality work.
- Submit small pieces of text, with little context.
- Not being honest about the reason for delays in submitting work.