

- Faculté des sciences économiques
- www.unine.ch/seco

Séminaire Enjeux des Affaires Internationales (5EN2003)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Séminaire: 1 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps, Semestre Automne

Equipe enseignante

Professor Claudia Jonczyk Sédès, Teaching Assistant: Oussama DAROUICHI

Institut de l'Entreprise
Université de Neuchâtel
A.-L. Breguet 2
CH-2000 Neuchâtel
claudia.jonczyk@unine.ch
Tél. +41 32 718 1470

oussama.darouichi@unine.ch
Tél. +41 32 718 1953

Contenu

- 1 - Introduction to the class
- 2 - The impact of globalisation
- 3 - The impact of protectionism
- 4 - Doing business in India
- 5 - Qualitative research: Introduction
- 6 - Interviews
- 7 - Case studies
- 8 - Ethnography and observations

Forme de l'évaluation

Group research work: Three presentations, one on each mega-trend: 45% (each accounting for 15%)
Individual class participation: 15%
Individual research proposal: 40%

In case of a failure/insufficient grade average students have to take a two hour written re-sit exam at the end of the class accounting for 100% of the final grade. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam would be deemed as failed.

Documentation

1. Ghemawat, Pankaj. Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter. Boston, MA: Harvard Business School Press, 2007
2. Silverman, David, Doing Qualitative Research, Sage, 2013

Forme de l'enseignement

Lectures and presentations: 1h/week