

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

**Seminar: Doing Research on International Business (5EN2003)**

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Séminaire: 2 ph</b>	Voir ci-dessous	3

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

**Période d'enseignement:**

- Semestre Printemps

**Equipe enseignante**

Tina Miedtank

**Contenu**

- 1 - Introduction to the class
- 2 - The impact of globalisation
- 3 - The impact of protectionism
- 4 - Doing business in China
- 5 - Qualitative research: Introduction
- 6 - Interviews
- 7 - Case studies
- 8 - Research proposal

**Forme de l'évaluation**

Group research work: Three presentations, for each mega-trend one: 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 unauthorised 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: 2h/week

**Objectifs d'apprentissage**

Au terme de la formation l'étudiant-e doit être capable de :

- Conceptualise a coherent research proposal
- Present subtrends/trends influencing companies
- Choose interesting research ideas
- Intégrer knowledge about IB and research methods

**Compétences transférables**

- Apply knowledge to new situations
- Design a research project
- Manage team projects
- Carry out critical and evidence-based analyses