

- Faculté des sciences économiques
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Qualitative Methods in Management (5EN2003)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 2 ph	Voir ci-dessous	3
Master of Science en innovation	Cours: 2 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

Equipe enseignante

Chargé d'enseignement : Dr. Umair Khan Institute of Management, Rue A.-L. Breguet 2, CH-2000 NEUCHÂTEL email: umair.khan@unine.ch Phone : +41 (0)32 718 19 93 Office R.167: available by appointment

Contenu

The course will cover the following topics:

Trends and megatrends in International business
Introduction to qualitative research
Research process
Research design
Collecting qualitative data
Analyzing qualitative data
Ethics and e-research in international business
Information session master thesis

Forme de l'évaluation

Students are evaluated for both their group & individual performance

Students are evaluated for:

- In-class group presentations (45%)
- In-class participation (15%)
- Individual assignment (40%)

Retake : In case of a failure/insufficient grade average students have to take a two hour written exam during the exam session 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.

In case of online-exam session, the exam would be 2 hours, open book.

Documentation

Articles provided by Professor in class

Pré-requis

Particularly for students with no or limited experience with qualitative methods

Forme de l'enseignement

The classes are a mixture between lectures, articles, group presentations and research proposal.

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Objectifs d'apprentissage

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

- Design research project
- Apply methods in real life business cases
- Solve Managerial problems
- Apply qualitative methods in your master thesis

Compétences transférables

- Develop understanding of how research is designed
- Examine qualitative data
- Analyse Qualitative data