

Introduction to research

Composante
Institut d'Administration des Entreprises (IAE)

En bref

- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Non

Présentation

Description

The objective of the course is to help students understand the exercise of the final dissertation.

We will evoke, in a first part, the background of the dissertation (i.e. the stages of the dissertation, the introduction of the dissertation, the review of the literature, the methodology, the results, the discussion and the conclusion), and in a second part, the academic form of the thesis (i.e. the main qualities of a thesis, the order of publication, the content of the different parts and the style of the thesis).

Heures d'enseignement

CM	CM	12h
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Programme détaillé

Session 1: Search for a scientific article

Session 2: Synthesis of the chosen article.

Session 3: Preparation of the Powerpoint presentation (Introduction, state of the art/theoretical corpus, methodology used, results obtained, discussion).

Session 4: Presentation of the scientific article.

Compétences visées

Being able to find a scientific article.

Be able to appreciate the nature of the scientific article (in which journal is this article included? who are the authors?).

Understand the structure of a scientific article (theoretical foundations, methodological approaches, results and discussion).

Have an analytical mind.

Taking a step back from the information gathered.

Bibliographie

Bahia Kamilia (2011). Le processus de réalisation d'un mémoire ou d'une thèse en marketing, Éditions L' Harmattan, Paris.

Dumez Hervé (2013). Méthodologie de la recherche qualitative, Éditions Vuibert, Paris.

Fenneteau Hervé (2015). Enquête : entretien et questionnaire, Dunod, 3 ème édition, Paris.

Kalika Michel, Mouricou Philippe, Garreau Lionel (2018). Le mémoire de master, Dunod, 5ème édition, Paris.

Miles Matthew B., Huberman A. Michael (2003). Analyse des données qualitatives, Éditions De Boeck, 2ème édition, Bruxelles.

Moschetto Bruno-Laurent (2011). Le mémoire de master, Éditions Économica, Paris.

Paillé Pierre, Muccielli Alex (2012). L'analyse quantitative en sciences humaines et sociales, Armand Colin, Paris. (Cf. analyse thématique)

Infos pratiques

Lieu(x)

Poitiers-Centre Ville

En savoir plus

<https://iae.univ-poitiers.fr/>