

Course Syllabus: MA in InterCultural Management (ICM)

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy Europe, Languages and Communication Faculty
Module title	Research Methods
Lecturers	David Bousquet & Théo Aiolfi
Objectives	This course is designed to familiarise students with methodological approaches in academic research. The main objective of the first semester is to help students with their choice of thesis topic and write their research proposal. The class is divided into 5 practicals devoted to technical questions and methodology, and 5 lectures devoted to conceptual issues and epistemology.
Number of hours	20
Semester	1
Number of students	Around 15

2 Evaluation

Evaluation methods	Research proposal (3 to 4 pages). Attendance and participation are also taken into account.
Weighting	100%
Examination types	Continuous assessment

3 Teaching methods

Pedagogy	Practicals: student presentations, brainstorming, group work Lectures: seminar style (reading to do before class and discussions in class)
Teaching activities	Lectures, discussions, presentations, group work

4 Outline of classes

Practicals

1. Introduction
2. Use of sources in academic research
3. Bibliographical styles
4. Brainstorming on thesis topics
5. Presentations of thesis topics

Lectures

1. Reflexive approaches to research methodology, introduction to epistemology
2. Epistemological paradigms in intercultural communication
3. Discourse analysis: analysing text
4. Discourse analysis: analysing visuals
5. Discourse analysis: analysing performance

5 References

Practicals

- Alley, M. (2013) *The Craft of Scientific Presentations*.
- Gibaldi, J. (2003) *MLA Handbook for Research Writers*.
- Nussbaumer Knaflic, C. (2015) *Storytelling with Data*.
- Turabian, K.L. (2013) *A Manual for Writers of Research Papers, Theses, and Dissertations*.
- Winkler, A.C. & Metherell J.R. (2010) *Writing The Research Paper: A Handbook*.

Epistemology

- Feyerabend, Paul. (1975). *Against Method*. New Left Books.
- Foucault, Michel. (1970). *The Order of Things*. Tavistock Publications.
- Romani, L., Barmeyer, C., Primecz, H., & Pilhofer, K. (2018). Cross-Cultural Management Studies: State of the Field in the Four Research Paradigms*. *International Studies of Management & Organization*, 48(3), 247-263.

Discourse analysis

- Aiolfi, T. (2025). When performance studies meet discourse theory: The political performance analysis protocol as an interdisciplinary methodological tool. *Journal of Language and Politics*, 24(1), 115-141.
- Bleiker, R. (2021). *Visual Global Politics*. London: Routledge.
- Braun, V., & Clarke, V. (2021). *Thematic analysis: A practical guide*. London: Sage Publications.
- Johnstone, B., & Andrus, J. (2024). *Discourse analysis*. Hoboken, New Jersey: John Wiley & Sons.
- Schechmer, R. (2020). *Performance Studies: An Introduction (4th Edition)*. London: Routledge.
- Veneti, A., Jaw cksn, D., & Lilleker, D. G. (Eds.). (2019). *Visual political communication*. Cham: Palgrave Macmillan.