

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy, Languages and Communication Faculty
Module title	Research Methods
Lecturer	David Bousquet
Objectives	This course is designed to make students familiar with academic research writing techniques and with oral presentation techniques necessary for academic research. Subjects covered include abstract writing, writing styles, referencing (quotes, footnotes), bibliographical styles, types, format and structure of research presentations, conception of slide shows and other visual aids, oral presentation and communication techniques, handling of questions and discussion. The course also provides methodological advice for the writing of research theses in semester 2.
Number of hours	20
Semester	First
Number of students	15

2 Evaluation

Evaluation methods	Research document (summary of research problem & preliminary bibliography) Research presentation (preliminary findings & plans for second semester).
Weighting	50% / 50%
Examination types	See above.

3 Teaching methods

Pedagogy	Lectures and interactive courses
Teaching activities	Lectures, discussions, ...

4 Program

The order of topics covered is indicative.

1. Research publications: types and formats
2. How to select and read research articles effectively
3. Abstracts
4. Referencing, bibliographical styles and tools
5. Research writing styles and language specificities
6. Research presentations: types and formats
7. Preparing a research presentation
8. Visual aids
9. Oral presentation techniques

5 References

Available from the university library.

Alley, M. (2013) *The Craft of Scientific Presentations*.

Faulkner, M.L. (2015) *A Novice's Guide to Speaking in Public*.

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*.