

Research Orientation



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

No



SEMESTER

Fall (S1)

> **Degree course:** International Hospitality Management

> **Teaching unit:** UE 6 Research Skills

> **Course language:** English

> **Duration (hours):** 8

> **ECTS:** 1

> **Teacher(s):** Marie-Christine Bonneau

> **Assessment:**

Continuous assessment

Final exam

> **Teaching methods:**

Lecture course hours

Tutorial course 8 hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

A brief and practical introduction to research current context, objective, process and tools, focusing on the hospitality sector.

1. Why complete a research project at master level?

2. What makes research specific and different from open information? public information? general academic information?

3. Vocabulary: main tools and lexikon to approach research as a beginner

4. The academic paper: how to select it, how to read it, how to quote it

5. My research question: a first brainstorming

OBJECTIVES

- The student must be aware of issues in managing a research project, as a student, in the frame of the master programme;
- The student must understand research process and issues (in general) and become more familiar with research academic writings;
- The student must learn, understand and master a basic vocabulary in research methodology (key word, and key concept, problem definition, hypothesis, research findings and results, etc);
- The student must be able to identify an academic paper in social science and assess its pertinence referring to a research question.

PREREQUISITES

None

SELECTIVE BIBLIOGRAPHY

- Roy C. Wood, Key concepts in Hospitality Management, Sage 2013.
- C. George Thomas, Research methodology and research writing, Springer, 2021 (Chapter 1 to 3).
- Victor Jupp, The Sage Dictionary of Social Research Methods, Sage, 2006.