

Professional Project (réservé incoming)



Composante
IAE Savoie
Mont Blanc

En bref

- > Langues d'enseignement: Anglais
- > Méthodes d'enseignement: En présence
- > Ouvert aux étudiants en échange: Oui

Présentation

Description

This course is combined with the "Local Tourism" course (4 ECs) as an alternative to the 6-credit "stage" (work placement); it is therefore necessary to register for both courses.

Objectifs

This course will focus on the preparatory work to the "local tourism" project, to gain analytical insight and use appropriate research methodology.

Heures d'enseignement

TD	Travaux Dirigés	15h
----	-----------------	-----

Plan du cours

Identify the research problem of the real-life case (innovate to excel, improve the customer experience, design a new tourism offer...)

Carry out desk research :

- literature review
- analyse best practices from competition
- benchmark in broader context

Use appropriate quantitative & qualitative research methods

Compétences visées

Analytical skills

Presentation skills, both oral and written: presentation and report

Group work

Infos pratiques

Contacts

Responsable du cours

Florence Besson-Reynaud

☎ +33 4 79 75 84 50

✉ Florence.Besson-Reynaud@univ-savoie.fr

Lieux

➤ Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Campus

➤ Chambéry / campus de Jacob-Bellecombette