

## Qualitative Research Methods

247.036

Winter Semester 2021

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### Course Objectives

This course focuses on the basics of conducting qualitative research in the context of management studies. The objectives of this course are

- to sensitize students to the potential of qualitative research (compared to other research approaches) including its strengths and weaknesses,
- to help students develop a good understanding of what constitutes good qualitative research,
- to provide students with the skills to conduct and analyze qualitative interviews,
- to equip students with the knowledge for possibly conducting their own empirical master thesis based on qualitative methods.

### Course Content and Structure

The course covers the following topics:

- Overview of main research methods (qualitative, quantitative, mixed method)
- Research questions and literature review leading to qualitative inquiry
- Sampling, quality criteria and ethical questions in qualitative research
- Interviews as a popular source of data in qualitative research: Interview guideline, interview process, transcription, and data analysis
- Other sources of qualitative inquiry: Documents, focus groups, and participant observation
- Overview of research designs: Case study research, grounded theory
- MAXQDA (software package for qualitative and mixed methods research)

### Requirements and Grading

The assessment of this course is based on the following requirements:

Active participation	15 points
Individual assessment (e.g. short tests, essays, videos)	35 points
Group project:	
- Group presentation	20 points
- Project Report	30 points

For a passing grade students must obtain at least 50 per cent in each category AND at least 60 per cent of the total points. The final grade will be calculated according to the following formula: 0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

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## Required Course Readings

Selected chapters from:

Bell, Emma, Bryman, Alan & Harley, Bill (2019). Business research methods (5<sup>th</sup> edition). Oxford University Press.

King, Nigel, Horrocks, Christine & Brooks, Joanna (2019). Interviews in qualitative research (2<sup>nd</sup> edition). Sage.

Yin, Robert K. (2003). Case study research: Design and methods (3<sup>rd</sup> edition). Sage.

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## Recommended Readings

In addition to the course literature, the following books and articles serve as good initial readings for students who consider writing their empirical master thesis employing qualitative methods.

Flick, Uwe (Ed.) (2014). The SAGE handbook of qualitative data analysis. Sage.

King, Nigel (1998). Template analysis. In Gillian Symon & Catherine Cassell (Eds.), Qualitative methods and analysis in organizational research (pp. 118-134). Sage.

Miles, Matthew B., Huberman, A. Michael & Saldaña, Johnny (2014). Qualitative data analysis (3<sup>rd</sup> edition). Sage.

Welch, Catherine & Piekkari, Rebecca (2017). How should we (not) judge the 'quality' of qualitative research? A re-assessment of current evaluative criteria in International Business. *Journal of World Business*, 52, pp. 714-725.

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## Planned Seminar Dates and Times

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Session	Date		Time	Topics
1	Wed	Oct 20	8:30 – 10:00	Course opening and introduction
2	Wed	Oct 27	8:30 – 12:00	Research approaches (quantitative, qualitative and mixed methods)  Qualitative research design
3	Wed	Nov 3	8:30 – 12:00	Conducting and transcribing qualitative interviews  Analyzing qualitative interviews
4	Wed	Nov 24	8:30 – 12:00	MAXQDA workshop
5	Wed	Dec 1	8:30 – 12:00	Other sources of qualitative inquiry Common methods in qualitative research
7	Wed	Dec 15	8:30-11:45	Project presentations