

Syllabus – SE Qualitative Research Methods

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| Code | 247.036 |
| Title | Qualitative Research Methods |
| Type | SE |
| Lecturer(s) | Richard Wan MGB Johannes Kepler Universität Institut für Internationales Management E-Mail: richard.wan@jku.at Phone: (0732) 2468 3467 |
| Weekly hours | 2 |
| Number of ECTS credits | 3 |

Course Content including Goals

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| <p>This course will introduce students to the basics of conducting qualitative research in the context of management studies. Indicative content includes:</p> <ul style="list-style-type: none"> • 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) |
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Course Objectives

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| <p>This course aims to:</p> <ul style="list-style-type: none"> • Sensitize students to the potential of qualitative research (compared to other research approaches) including its strengths and weaknesses. • Help students develop a good understanding of what constitutes good qualitative research. • Provide students with the skills to conduct and analyze qualitative interviews. • Equip students with the knowledge for possibly conducting their own empirical master thesis based on qualitative methods. |
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Learning Outcomes

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| <p>On successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> • LO1: Accurately identify and apply relevant methods within qualitative research. [cognitive/analytical] • LO2: Demonstrate the ability to combine self-study and effective group work to successfully produce a qualitative research study in the field of (international) management. [intellectual/cognitive] • LO3: Actively take part in (online) interactive meetings to demonstrate research skills and methodological competencies. [intellectual/cognitive] • LO4: Demonstrate the ability to formulate and present a concise, insightful analysis which exposes issues logically and coherently. [transferable skills] • LO5: Develop the ability to cope with time pressure and criticism constructively. [transferable skills] |
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Methods of Teaching and Learning

The learning and teaching strategy is composed of short inputs by the lectures, class discussions, extensive in-class exercises as well as a MAXQDA workshop and a group project.

- 20 hrs seminars
- 5 hrs assessment preparation / revision
- 59 hrs independent study

Assessment Strategy

A maximum of 100 points can be achieved in the seminar. 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.

1. Individual assessment
 - a. Active participation, including producing an interview transcript and participation in in-class activities/discussions (20 points) [LO1; LO3; LO5]
 - b. Tests/Exams, including short multiple choice tests (20 points) [LO1; LO2; LO4]
2. Group assessment
 - a. Group Presentation (20 points) [LO1; LO2; LO3; LO4; LO5]
 - b. Group Paper (40 points) [LO1; LO2; LO4]

Individual feedback will be provided for individual assignments and group feedback will be provided for group assignments.

Grading scheme

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).

Study and Reading Material

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

Denscombe, M. (2010). The Good Research Guide: For Small-Scale Social Research Projects. OUP Press.

Eriksson P., Kovalainen A. (2014). Qualitative Methods in Business Research. SAGE.

Gill, J., Johnson, P. (2010). Research Methods for Managers, SAGE.

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

Merriam, S. B. (2015). Qualitative Research: A guide to Design and Implementation, Jossey-Bass.Wiley. (4th ed)

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

(Other materials can be retrieved from Moodle and/or will be announced in class.)

Timeline

| Session | Topic |
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| 1 | Introduction into the course <ul style="list-style-type: none"> • Structure • Methods of teaching and learning • Assessment strategy Research approaches (quantitative, qualitative and mixed methods) Qualitative research design |
| 2 | Conducting and transcribing qualitative interviews Analyzing qualitative interviews Common methods in qualitative research |
| 3 | MAXQDA workshop |
| 4 | Project presentations |

For quality assurance and improvement purposes, please participate in all JKU course evaluations and surveys!