Syllabus

Qualitative Research Methods

- **Instructor**: Davide Torsello (torsellod@ceu.edu), Office hours: Tuesday 11-13, N13 608
- **Credits**: 2 ECTS
- **Term**: 2017-2018
- **Course level**: [PhD]
- **Prerequisites**: none

**Course description**

This course aims at offering an introduction to qualitative research methods for business scholars. Participants will learn about the usefulness of qualitative research methods, the philosophical and theoretical underpinnings of this type of research, the various approaches and schools of thought, as well as about particular research methods. Finally, the course will also place qualitative approaches and methods within the broader research design, i.e., in the case of engineers, often as a complement to quantitative research. But most of all, the course will help the participants to make progress in the formulation of their problem statement, their research design, qualitative data collection, and analysis of qualitative data.

**Course objectives**

The participants may expect the following outcomes from this course:

- Understand the epistemological and theoretical implications of qualitative research,
- Become knowledgeed about the various qualitative research methods, such as interviews, focus groups, and case studies.
- Learn about the analysis/interpretation of qualitative data, as well as about writing up cases.
- Apply qualitative research methods to various stages of the participants’ research process, such as problem statement formulation, research design, data collection, and data analysis.
- Elaborate qualitative analyses of business contexts and challenges.

**Assessment**

**Active Course Participation (25%)**

**Criteria for assessing course participation**

1) During the course only one absence per student is allowed provided that certification or adequate explanation is given with 24 hours’ notice to the instructor. Two absences will lead to Academic Failure (AF).
2) Students’ participation will be evaluated on the basis of their active involvement in class discussion, communication strength, ability to engage with, summarize and analyze the topics being discussed.

Individual writing assignment (50%)
To be discussed in class

Grading criteria for individual assignment are presentation groups are:

1) Relevance of content
2) Originality of content
3) Clarity of exposition and analysis
4) Ability to produce a lesson for real-life cases

Course schedule and materials for each session

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Course introduction: Introduction and research design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics:</td>
<td>qualitative research design</td>
</tr>
<tr>
<td>Methods:</td>
<td>lecture</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Session 2</th>
<th>The ethnographic research method</th>
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</thead>
<tbody>
<tr>
<td>Topics:</td>
<td>introducing the ethnographic methodology to business research, pros and cons, types of research</td>
</tr>
<tr>
<td>Methods:</td>
<td>lecture, cases</td>
</tr>
</tbody>
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### Case 1: Fujitsu: Innovation of Working Style through Business Ethnography and Organizational Monitor

### Session 3
**Interviewing methods**

**Topics:** how to conduct interviews, types of interviews, grounding theory

**Methods:** lecture

**Readings:**

### Session 4
**Focus groups**

**Topics:** how to conduct focus groups, their usefulness for business scholars and practicians

**Methods:** lecture, cases

**Readings:**

### Session 5
**Participant observation**

**Topics:** gaining insights into anthropological fieldwork methods, participant observation, shadowing

**Methods:** lecture
### Session 6

**Survey methods**

**Topics:** This session deals with the way surveys can be successfully conceived and designed, as well as the different techniques of survey data collection.

**Methods:** lecture

**Readings:**


### Session 7

**Case studies**

**Topics:** how to develop a business case study, types, fields and content-related differences

**Methods:** lecture, cases

**Readings:**


### Session 8

**Analyzing data**

**Topics:** bring together the different qualitative research methodologies to gain skills about data analysis

**Methods:** lecture, individual assignment
**Assignment:** Students will be asked to develop a case study, fictive or real, that proposes innovative ways to apply qualitative research methods

**Readings:**

