Learning outcomes of the course unit: The aim of this course is to introduce students to the rich variety of research methods that are covered by the label qualitative research. In doing this the key epistemological positions that inform qualitative research are considered, together with some of the practical issues associated with conducting qualitative research as part of the doctoral project. The unit provides an overview of the uses of qualitative methods in management research and topics include different types of data collection methods, for example interview techniques, focus groups, participant observation, repertory grid methodology, and diary methods; different analytic techniques such as grounded theory, content analysis and discourse analysis; and issues to do with assessing the quality of qualitative research.

At the end of the course a doctoral student is expected to be able to:
- Understand the different purposes of qualitative research in the management context
- Demonstrate an awareness and an understanding of the different qualitative methods available to management researchers
- Apply a range of techniques of qualitative data collection and analysis
- Be aware of the key questions to ask when selecting a qualitative method for their research
- Understand the epistemological context within which the use of such methods is appropriate
- Select the most appropriate method for a specific research question
- Justify their own choice of qualitative research method in relation to their own research
- Understand the range of criteria upon which qualitative research can be assessed
- Critique their own qualitative work using appropriate quality criteria.

Mode of delivery: Face-to-face course

Prerequisites and co-requisites: None

Recommended optional programme components: None

Course content:

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<tr>
<th>Lecture 1</th>
<th>Readings</th>
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### Lecture 2

#### Readings

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<tbody>
<tr>
<td>Choosing a research question</td>
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<tr>
<td>Sampling in qualitative research</td>
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<td>Ethical issues</td>
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### Lecture 3

#### Readings

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<tbody>
<tr>
<td>Read the chapter about interviews highlighted in bold opposite. Come to the session prepared to discuss the chapter.</td>
<td>Morgan, D. (1997). Focus Groups as Qualitative Research, Thousand Oaks: Sage.</td>
</tr>
<tr>
<td></td>
<td>Ybema, S., Yanov, D., Wels, H. and Kamsteeg, F. (2009). Organizational ethnography: studying the</td>
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### Lecture 4

**Readings**


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**Introduction to the principles of analysing qualitative data**

Key principles of qualitative data analysis

Preparing your data for analysis

Choosing an analytic approach

Using CAQDAS

**Pre-work**

Read one of the chapters about qualitative data analysis from any of the books listed opposite. Prepare a 500 word account of what you have learned about qualitative data analysis from that reading. We will discuss these accounts at the start of the session on Tuesday 15th May.

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### Lecture 5

**Readings**


http://www2.hud.ac.uk/hhs/research/template_analysis/


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**Techniques of qualitative data analysis**

Examples of different techniques

Content analysis

Templates and matrices

Grounded theory

Discourse analysis

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### Lecture 6

**Readings**


Lecture 7

Writing up and disseminating qualitative research:
Writing and publishing qualitative research
Developing reflective and reflexive skills

Pre-work
As part of your doctoral research it is useful for you to keep a research diary. Come to the session prepared to talk about your research diary. For example you could say how it is structured and what you hope to achieve from diary completion.

Readings

Wolcott, H., F. (2009) Writing Up Qualitative Research, California, Sage

Recommended or required readings (listed regarding the class schedule):

Planned learning activities and teaching methods: Lectures, discussions, student’s presentations, student’s individual work.

Assessment methods and criteria: Student performance in this course will be evaluated on two ways:
- Written assignment: Students will be expected to complete a written assignment based upon a practical task of designing an interview, conducting the interview, recording the data, analyzing the data using an established qualitative method, writing up the findings and reflexively critiquing their work
- Final examination: Students will be given a final examination. This will be a 2 hour unseen examination and students will answer two questions from a choice of five.

Language of instruction: English

Work placements: None