

## **Welcome to this semester's course on qualitative research methods.**

Research is all around us in society. Newspapers and the television report research findings, and of course as students you are in regular contact with it in the books and journals you read. Good quality research helps us understand an issue better. As managers it helps you take actions with greater certainty and confidence. That confidence is based on the knowledge that your research findings are of a good quality: you can trust and rely on them.

In this course we will look at the methodology and methods connected with *qualitative approaches*. This means the collection of the data does not involve numbers. It is a powerful and exciting way to describe and identify some of the key characteristics of an issue being studied. Maybe, *for example*, you are making kitchens in Taiwan. You need to know what the main things are that a Taiwanese customer needs/expects from their kitchen. Qualitative research will help explore that type of issue and create answers that are not possible from quantitative research (based on numbers).

To do qualitative research means that we need to understand the ideas and procedures. These are quite different from quantitative research. But this course will help you learn, explore and gain confidence in using a qualitative approach. This will help you have confidence in the final quality of your findings. This is important when you are doing – and defending - your own research. It is also important as a manager that you can assess the quality of the research that is given to you.

### **During the course you will:**

- ☒ Learn the skills and knowledge to undertake qualitative research in a business setting.

In particular you will:

- ☒ Consider what makes a good quality research proposal.
- ☒ Understand the principles of data collection techniques and develop skills in their use.
- ☒ Understand the concept of data analysis and develop skill in this area.
- Develop report writing techniques.

### **Course materials**

- ☒ The main course book is, Mark Saunders, Philip Lewis and Adrian Thornhill, “Research Methods for Business Students”, FT Prentice Hall ISBN 0-273-65804-2
- Other materials will be provided during the course.

### **Course teaching approach**

The overall approach will be participative between the course leader and the students. The course will be taught through lectures, in-class skill building exercises, case examples and the term project. Each week we will have a lecture to identify the key issues. Case examples – from actual projects – will be used for discussion. In some classes we will use exercises to help you develop skills in the research techniques. The course will be based on a term project that will guide you through the structure of a qualitative research project.

### **Assessment**

The course will be assessed as follows:

<u>Action</u>	<u>Percentage of course credit</u>
Group	
Project Part I	20
Project Part II	15
Project Part III	15
Project Part IV	25
Individual	
Participation	15
Individual report	10

# QUALITATIVE RESEARCH METHODS

Qualitative research is challenging, different and, very interesting. This makes it fun and enjoyable to do. I look forward to teaching and working with you during this next semester.

Professor James Stanworth

# QUALITATIVE RESEARCH METHODS

## COURSE SCHEDULE

Week	Date	Topics	Reading <sup>1</sup>	Notes <sup>1</sup>
Week 1		Course introduction		Please get the MS book. Please get familiar with this book.
Week 2		The nature of business research Course project	Chapter 1	
Week 3		Making a critical review of the literature.	Chapter 3	
Week 4		Research proposal	Chapter 2	
Week 5		Project Part I - Proposals		
Week 6		Interviewing	Chapter 10	
Week 7		Sampling	Chapter 7	Note: focus on 7.1, 7.3, 7.4
Week 8		Reading week focus on data collection & project brief (Part II).		Note: no formal class this week.
Week 9		Project Part II - Data collection		
Week 10		Research designs	Chapter 5	
Week 11		Data collection through observation	Chapter 9	
Week 12		Analysing qualitative data – 1	Chapter 13	
Week 13		Analysing qualitative data – 2		
Week 14		Project Part II - Data analysis		
Week 15		Writing & presenting your project	Chapter 14	
Week 16		Quality in qualitative research	[1] and [2] below	
Week 17		Reading week - focus on writing up & project brief (Part IV)		

## QUALITATIVE RESEARCH METHODS

Week 18		Report and final presentation (term project).		
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[1] Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. *The Journal of Marketing*, 54(1), 71–84.

[2] Cole, Benjamin M. 2015. “Lessons from a Martial Arts Dojo: A Prolonged Process Model of High Context Communication.” *Academy of Management Journal* 58(2):567–91.