



## Syllabus

Academic Year	2022/2023
Program	Marketing/ Strategic Management
Course	Qualitative Methods for Management
Term	I semester
Year	1
SSD	SECS-P/08
Credits	6

INSTRUCTIONAL GOALS	<p>The main goal of this course is to build a solid background in the design of Qualitative Research – an approach used largely in social sciences to explore social interactions, systems, and processes.</p> <p>Another goal of the class is to equip students with the proper knowledge regarding the different research methods that fall under the qualitative design and some of the most important tools used in analyzing and reporting on data.</p>
INTENDED LEARNING OUTCOMES	<p><b>Knowledge and understanding:</b></p> <p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"><li>• identify and describe the various aspects of the qualitative research process</li><li>• explain the importance of a research design</li><li>• understand the differences between various research analysis</li><li>• formulate relevant, original, and interesting research questions</li></ul> <p><b>Applying knowledge and understanding:</b></p> <p>Upon completing the study program, students will be able to:</p> <ul style="list-style-type: none"><li>• plan and conduct qualitative data collection through various data collection techniques</li><li>• review, examine and assess various qualitative studies</li><li>• apply the knowledge acquired to a research project and in term assignments</li><li>• work within interdisciplinary teams and effectively conduct collaborative work</li></ul> <p><b>Making judgements:</b></p> <p>Upon completing the study program, students will be able to:</p> <ul style="list-style-type: none"><li>• make informed decision about the type of research design and the adequate tools for given questions</li><li>• be able to compare and contrast qualitative and quantitative design</li></ul> <p><b>Communications Skills:</b></p> <p>Upon completing the study program, students will be able to:</p>



- be capable of reflecting on the differences of quantitative and qualitative research design
- assess and critique various qualitative studies
- develop a research question to be addressed through qualitative methods
- use specific notions pertaining to qualitative design

**Learning skills:**

- This course facilitates the development of learning skills through discussion, reflections, analysis, conducting a project, and various activities.

Pre-requisites	None.
Course content	<p>The course will explore the main aspects pertaining to Qualitative Design from formulating a research question, the adequate means of collecting data and the know-hows regarding data analysis to and digital data and tools and the importance of ethics in this type of research.</p> <p>The weekly modules will address the following topics:</p> <ol style="list-style-type: none"><li><b>An Overview:</b> An introduction of qualitative research methods covering general aspects of this method and the importance of qualitative research in social sciences and how it compares with quantitative methods, whilst also presenting students with a step-by-step process of how to formulate relevant, original and interesting research questions</li><li><b>Data Collection:</b> Identify and discuss the concepts of data collection (collecting data for case study, conducting interviews, observation, focus group, ethnography, digital data)</li><li><b>Data Analysis:</b> Compare the various ways of data analysis (interpretation, coding, memoing) and the digital tools that can support qualitative studies (NVIVO)</li><li><b>Reporting and Presentation:</b> Provide an overview of different reporting formats and structures and how to best report findings in qualitative research</li><li><b>Importance of Ethics:</b> Evaluate the quality of qualitative research and explain the importance of ethics in conducting qualitative design research</li></ol>
Reference Books	Flick, Uwe. An Introduction to Qualitative Research. SAGE Publications. Kindle Edition.
Teaching Methods	The course will use synchronous and asynchronous learning along with practical assignments and interactive techniques to provide students with an understanding of the purpose and use of qualitative methods.
Assessment	<b>TBA</b>