

UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business Ysgol Busnes

Qualitative Research

SBPD7002

Module Leader: Dr Allison Wylde

Summer 2018

SBPD7002 Qualitative Research

SBPD7002 Qualitative Research

Module Introduction/Information

The DBA requires candidates to carry out primary research as a part of their studies and the results of such research can form the basis of their subsequent thesis. The use of qualitative research methods is one way to carry out such activity and is commonly used by DBA candidates. The use of these methods requires a thorough understanding of its principles and practice and this module is designed to provide a comprehensive grounding in the rationale of qualitative data collection, analysis and interpretation and the knowledge required to undertake qualitative research at doctoral level.

This module is one of three research modules students complete for the DBA; this module has three strands:

1. Research philosophies related to qualitative research methods
2. Alternative approaches to qualitative research
3. A primary research-based project, its analysis and interpretation

Assessment will be through one written assignment in the style of a qualitative research article based on the completion of the student's individual research project, 7,500 words. Due date, to be confirmed.

Module Aim

- To provide a comprehensive grounding of the rationale and principles of qualitative research data collection, analysis and interpretation.
- To equip candidates with the knowledge required to undertake qualitative research at doctoral level.

Learning Outcomes

By the end of this module students should be able to:

1. Critically consider the underpinnings of qualitative research principles and be able to recognise strengths and limitations of qualitative research techniques.
2. Critically assess the contexts appropriate for qualitative research techniques and be able to apply qualitative data collection and analysis techniques in order to address a research question.

Content

- Foundation for Qualitative Research (Philosophical underpinning)
- The Planning and Formulation of Qualitative Research
- Issues of Credibility
- Moral and Ethical Perspectives in qualitative research
- Researcher Role (Reflexivity)

- Qualitative Data Collection
- Interviewing techniques, practice and issues (sensitivity, informal interviewing, repeat interviewing)
- Observational Research
- Case studies
- Ethnography (researcher roles, participant/structured observation)
- Visual and Documentary Data

- Approaching the Analysis of Qualitative Data
- Analysis through Mechanical/Abstraction/Coding
- Analytical aids and the use of software to facilitate qualitative analysis
- Communicating Qualitative Findings (researcher voice, style, structure)

This content will be covered through a mixture of lectures, readings, seminars and discussion forums and student presentations.

Reading

Essential reading

Silverman, D. (most recent edition) *Doing Qualitative Research*. London: Sage.

Silverman, D. (most recent edition) *Interpreting Qualitative Research*. London: Sage.

Recommended reading

Bennett, J. (2009) *Doing your social science dissertation*, London: Sage.

Boeije, H.R. (2009) *Analysis in Qualitative Research*, London: Sage.

Costley, C., Elliott, G. and Gibbs, P. (2010) *Doing Work based Research: approaches to enquiry for insider-researchers* London: Sage

Creswell, J.W. (2012) *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*, 3rd Ed., London: Sage.

Easterby-Smith, M., Thorpe, R. and Jackson, P (2012 4th ed) *Management Research*, London: Sage.

Gibbs, G. (2008) *Analysing Qualitative Data* (Qualitative Research Kit), London: Sage.

Gill, J. and Johnson, P. (2002) *Research Methods for Managers*, 3rd Ed., London: Sage.

Gobo, G. (2008) *Doing Ethnography*, London.

King, N. and Horrocks, C. (2010) *Interviews in Qualitative Research*, London: Sage.

Marshall, C. and Rossman, G.B. (2010) *Designing Qualitative Research*, 5th Ed., London: Sage.

Ritchie, L. and Lewis, J. (2003) *Qualitative Research Practice: A Guide for Social Science Students and Researchers*, London: Sage.

Saunders, M., Lewis, P., Thornhill, A (2009) *Research Methods for Business Students*, 5th Ed., Harlow: Pearson Education.

Silverman, D. (2010) *Qualitative Research*, 3rd Ed., London: Sage.

Woods, P. (2005) *Successful Writing for Qualitative Researchers*, London: Routledge.

Journals

Field Methods

International Journal of Multiple Research Approaches

International Journal of Research and Method in Education

Journal of Qualitative Research