UNIVERSITY OF WALES: TRINITY SAINT DAVID
School of Business

Qualitative Research Methods
HKBM 7003

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HKBM 7003 Qualitative Research Methods

Welcome to HKBM Qualitative Research Methods

Why Qualitative Research Methods?

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 the three research modules you complete for your DBA. Although some of the research theories and structures in these three modules might seem to overlap, the HKBM7003 is a completely stand along course of study. HKBM7003 module revolves around the following strands:

- Research philosophies related to qualitative research methods
- Approaches and strategies to qualitative research
- Ethical and quality considerations for conducting qualitative research

What will you learn?

The module is built around three learning outcomes. In four full days of full immersion into qualitative inquiry discourses, you will 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.
3. Generate a preliminary research proposal around some topic of interest that is suitable to be investigated through qualitative research methods.

About a module leader

Dr. Tamara Savelyeva focuses on innovative approaches to sustainability and sustainable development in educational contexts. Dr. Tamara have authored over 100 publications on related topics and have received around half a million USD in external and internal competitive research funding. Since 1995 served as a PI and co-PI in over eighty international research projects. She conducted original research, managed and participated in collaborative research projects, and facilitated the dissemination of scientific knowledge among key academic and governmental organizations, including United States Department of Agriculture, National Science Foundation, Open Society Foundation, American Distance Education Consortium, DaimlerChrysler Co. Together with participants of the Rio+20 higher education meeting in Brazil, she contributed to the educational framework for the 2012 Earth Summit. Dr. Tamara serves on the editorial board of the International Journal for Sustainability in Higher Education. She holds MPS from Cornell & PhD from Virginia Polytech, USA.