



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

School of Business

London Campus

Qualitative Research Methods
LCDB7003

MODULE CODE:	LCDB7003
TITLE:	Qualitative Research Methods
DATED:	13/06/2018
LEVEL:	7
CREDITS:	30
JACS CODE:	X210

AIM(S)

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

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically consider the underpinnings of qualitative research principles, and be able to recognise strengths and limitations of qualitative research techniques;
- 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.

INDICATIVE 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).

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	60	20%
Independent learning	240	80%
Placement learning	0	0%
TOTAL	300	100%

Assessment Component 1 - Coursework

Mode of assessment	Volume	Weighting
Research Article	7500 words	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	LCDB7003	
Module Title	Qualitative Research Methods	
Classification	Reading List entry	Electronic*
Essential	Bryman, A., Bell, E., (2015) <i>Business Research Methods</i> . 4th edn. Oxford (UK): Oxford University Press	☐
Essential	Silverman, D. (2009) <i>Doing Qualitative Research</i> . 3 rd ed., London: Sage.	☐
Further	Bennett, J. (2009) <i>Doing your social science dissertation</i> , London: Sage.	☐
Further	Boeije, H., (2009) <i>Analysis in Qualitative Research</i> , London: Sage.	☐
Further	Costley, C., Elliott, G. and Gibbs, P. (2010) <i>Doing Work based Research: approaches to enquiry for insider-researchers</i> London: Sage	☐
Further	Creswell, J., (2012) <i>Qualitative Inquiry and Research Design: Choosing Among Five Approaches</i> , 3 rd Ed., London: Sage.	☐
Further	Creswell, J., (2014) <i>Research Design: Qualitative, Quantitative, And Mixed Methods Approaches</i> . 4th edn. London: SAGE	☐
Further	Easterby-Smith, M., Thorpe, R., Jackson, P (2012) 4th ed. <i>Management Research</i> , London: Sage.	☐
Further	Gibbs, G., (2008) <i>Analysing Qualitative Data</i> (Qualitative Research Kit), London: Sage.	☒
Further	Gill, J. and Johnson, P. (2002) <i>Research Methods for Managers</i> , 3 rd Ed., London: Sage.	☐
Further	Gobo, G., (2008) <i>Doing Ethnography</i> , London.	☐
Further	King, N. and Horrocks, C. (2010) <i>Interviews in Qualitative Research</i> , London: Sage.	☐
Further	Marshall, C. and Rossman, G.B. (2010) <i>Designing Qualitative Research</i> , 5 th Ed., London: Sage.	☐
Further	Mason, J. (2002) <i>Qualitative Researching</i> , 2 nd Ed. London: Sage.	☐
Further	Richards, L. (2009) <i>Handling Qualitative Data</i> , 2 nd Ed. London: Sage.	☐
Further	Ritchie, L., Lewis, J. Nicholls, C., Ormston, R., (2014) <i>Qualitative Research Practice: A Guide for Social Science Students and Researchers</i> , 2 nd Ed. London: Sage.	☐
Further	Robson, C., McCartan, K. (2016) <i>Real World Research</i> . 4th edn. West Sussex: John Wiley & Sons Ltd	☐
Further	Saunders, M., Lewis, P., Thornhill, A., (2016) <i>Research Methods for Business Students</i> . 7th edn. Harlow: Pearson	☐
Further	Silverman, D. (2010) <i>Qualitative Research</i> , 3 rd Ed., London: Sage.	☐
Further	Woods, P. (2005) <i>Successful Writing for Qualitative Researchers</i> , London: Routledge.	☐
Further	Yin R., (2014), <i>Case Study Research: Design and Methods</i> , 5th edition (first edition, 1984), Sage, Los Angeles.	☐
Further	Journals <i>Field Methods</i> <i>International Journal of Multiple Research Approaches</i> <i>International Journal of Research and Method in Education</i> <i>Journal of Qualitative Research</i>	☐