

IB9MB-15 Designing and Conducting Qualitative Research

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Davide Nicolini

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module aims to address the practical, analytic and intellectual questions related to the collection of qualitative data. It will do so by providing students with hands-on experience on the use of some of the most common data collection in qualitative research. The module will alternate taught sessions on the principles, practicalities and issue of using a specific methods with the practical use of the method. During the course the students will be asked to collect data so that they can experience in first person the affordances and challenges of the approach under examination. Staff will then work with small groups and individuals to critically analyse and reflect upon the process of data collection and analysis. Students will be also given a number of readings that will help them to inform their reflection and learn from the experience of others. This advanced module constitutes the first of the three modules that the students who opt for the qualitative track will be expected to attend as part of their first year PhD training.

Module aims

1. The modules aims to give students the opportunity to gain first-hand experience of collecting and analysing qualitative data, facilitated by experts in qualitative organisational research.

2. Students will be tasked with collecting their own qualitative data.
3. The module aims to position students as qualitative researchers. The module will include clinic-like sessions during which staff will help students to reflect upon the different phases and aspects of the processes of data collection.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Topics will include:

- Designing a qualitative study: Developing research questions, bounding the topic, positioning your contribution
- Case study design
- Designing and conducting mix method studies
- The practicalities of preparing and doing semi structured interviews
- Conducting phenomenological and life story interviews
- Alternative and non-conventional forms of interview
- Collecting and recording naturalistic data through participant observation & shadowing
- Designing and conducting group interviews and focus groups
- Collecting visual/ video data
- Collecting and dealing with archival and historical data
- Interview and Observations clinic

Learning outcomes

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

- To understand the main stages of a qualitative social science research project from entering the field to preparing for data analysis
- The ability to select and apply appropriate technique according to the research context, data type and research question
- To have gained first-hand experience of different ways to collect qualitative data in organizational settings

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Development of a research proposal.

Subject specific skills

To understand what are (some of) the affordances, challenges and issues associated with each method so that you students make an informed choice.

To understand the main stages of a qualitative social science research project from entering the field to how to prepare for data analysis.

To have gained first-hand experience of different ways to collect qualitative data in organizational settings.

Transferable skills

The ability to select and apply appropriate technique according to the research context, data type and research question.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours 30 minutes (17%)
Practical classes	5 sessions of 1 hour (3%)
Private study	120 hours (80%)
Total	150 hours

Private study description

Self study and reflective learning.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual assignment	70%		Yes (extension)

	Weighting	Study time	Eligible for self-certification
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Reassessment component is the same			
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Assessment component			
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Research Proposal	30%		Yes (extension)
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Reassessment component is the same			
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Feedback on assessment

Module leader feedback.

Availability

Post-requisite modules

If you pass this module, you can take:

- IB9MR-15 Ethnographic methods in Organisational & Management Research

There is currently no information about the courses for which this module is core or optional.