

IB9MC-15 Qualitative Data Analysis

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Innan Sasaki

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module addresses practical and theoretical questions related to the analysis of qualitative data and how to make qualitative research robust, rigorous and relevant . The module will be directly relevant for their PhD studies.

Module aims

1. The modules aims to give students the opportunity to gain first-hand experience of analysing qualitative data, facilitated by experts in qualitative organisational research.
2. The module also aims to introduce students to the problematics, strategies and methods to increase the validity, rigour and credibility of their research.
3. The module aims to position students as qualitative researchers. The module will include hands –on data exercises and activities during which students will learn to use the most common techniques and qualitative data analysis software.

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:

- An overview of methods to analyse qualitative data (grounded content analysis, thematic analysis, template analysis)
- The principles and practicalities of Grounded theory
- Coding qualitative data
- Coding for discovery
- Introduction to coding SW (Nvivo, Atlas)
- Analysing phenomenological interviews
- Analysing video data
- Analysing discourse and discursive data
- Qualitative Comparative Analysis
- Improving rigour and credibility in qualitative research
- Reflexivity, transparency and integrity in conducting qualitative research

Learning outcomes

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

- To understand the main methods, procedures to analyse qualitative data and to reflect on ways to make the process robust, valid and rigorous.

Indicative reading list

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

Subject specific skills

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

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

develop an appreciation of key problematics and theoretical debates in qualitative research on topics such as positionality, reflexivity and rigour.

Transferable skills

The ability to select and apply appropriate analytical techniques 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	80%		Yes (extension)
Reassessment component is the same			
Assessment component			
Presentation	20%		Yes (extension)
Reassessment component is the same			

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.