

IB9MR-15 Ethnographic methods in Organisational & Management Research

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Adrian Marrison

Credit value

15

Module duration

5 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module aims to provide doctoral students with an in depth understanding of the principles, variety, and practicalities of using ethnographic methods in organisational and management research.

Module aims

Provide an in depth understanding of the nature variety and affordances of ethnographic methods in organization and management research

To compare, contrast, and critically appraise different and alternative methods

To enable students to become proficient with one or more of these methods through a mix of experiential activities, reflection and exposure to the tricks of the trade developed by the research community

Appreciate the type of case research conducted at Warwick/WBS and globally.

Help the students to familiarise themselves with some of the foundational texts in the discipline.

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.

The troublesome history of ethnography and organisational ethnography.

Classic studies in organization research

Debates and paradigmatic wars in ethnography

Designs in organizational ethnography: single sited, multi-sited and team ethnography

Tools of the trade in participant observation (1) getting access, ethics, entering and existing the field

Tools of the trade in participant observation (2) note taking, working in team ethnography, being in the field, memoing.

Shadowing and other techniques to study work on the move

Netnography and doing ethnography on-line

Autoethnography, visual & sensorial ethnography and other non-conventional ways of understanding the ethnographic project

Ways of writing ethnography

Textwork in ethnographic research: from notes to theory

Reflexivity and other ways to make ethnographic research robust and convincing

How to make ethnographic research relevant

Learning outcomes

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

- Understand the nature, variety, and affordances of ethnographic methods in organisation and management research.
- Compare, contrast, and critically appraise different and alternative methods.

Indicative reading list

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

Subject specific skills

Understand the different types, approaches and ways to use ethnographic research methods to study management phenomena.

Expand the range of methodological approaches they can employ in their PhD project.

Understand the nature variety and affordances of ethnographic methods in organisation and management research.

Compare, contrast, and critically appraise different and alternative methods.

Learn how to use one or more of these methods.

Learn some of the tricks of the trade developed by the research community.

Transferable skills

Observational skills.

Critical and reflective thinking.

Communication and writing skill.

Appropriately utilise and mobilise concepts from different perspectives related to ethnographic research method and practice.

Demonstrate an enhanced ability to reflect on the basic assumptions of ethnographic research case study research and appreciate how they can employ the case method in their PhD.

Study

Study time

Type	Required
Seminars	5 sessions of 5 hours (17%)
Supervised practical classes	5 sessions of 1 hour (3%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
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 A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual essay	80%	58 hours	Yes (extension)

	Weighting	Study time	Eligible for self-certification
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Reassessment component is the same

Assessment component

Observation memos	20%	14 hours	Yes (extension)
Developed from ethnographic interviews.			

Reassessment component is the same

Feedback on assessment

Module leader feedback.

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB9MC-15 Qualitative Data Analysis](#)
 - [IB9MI-15 Theorising and Publishing Qualitative Research](#)
 - [IB9MB-15 Designing and Conducting Qualitative Research](#)
 - [IB9MU-15 Introduction to Qualitative Research Methods](#)

Courses

Course availability information is based on the current academic year, so it may change.
This module is Optional for:

- Year 2 of TIBS-N1QY Postgraduate Taught Business and Management (Master of Research)