

Qualitative Methods

Course ID	B+W0022w
Lecturer	Prof. Dr. Andreas Klasen
Study Program	BW / LH / WI
Level	Bachelor
Language	English
Credit Hours / ECTS	StuPo 2013/2: 2 Credit Hours / 2 ECTS StuPo 2016/2: 2 Credit Hours / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Postprocessing
Course Type	Seminar
Exam	Project Work with Presentation
Requirements	-
Max Participants	20
Contents	<ul style="list-style-type: none">• Qualitative and quantitative methods• Methodology and methods• Data collection and analysis• Qualitative methods in a business administration, management and marketing environment
Learning Objectives / Skills	<p>The purpose of this course is to equip students to sensitively and critically design, carry out, report, read, and evaluate qualitative research. The module will provide an overview of the principles and practice of qualitative research. Participants will learn to collect data using observation, interview and focus groups, and become familiar with methodologies and methods such as grounded theory. The course has the dual aims of equipping students with both conceptual understandings of current academic debates regarding different methods, and the practical skills to put those methods into practice. It will provide students with a solid understanding of the core methods of qualitative data collection and analysis, as well as critical skills in interpreting and evaluating reports of qualitative studies.</p>
Literature	<ul style="list-style-type: none">• Bryman, A. and Bell, E. (2015) Business Research Methods. Oxford: Oxford University Press.• Collis, J. and Hussey, R. (2013) Business Research. New York.• Flick, U., Kardorff, E.v. and Steinke, I. (2005) Qualitative Forschung: Ein Handbuch. Reinbek: rowohlt.• Saunders, M.N.K., Lewis, P. and Thornhill, A. (2015) Research Methods for Business Students. Harlow: Pearson.