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| **Doctoral Programme** **Course Unit Outline 2021/22** |
| **Unit code:**  | **BMAN 80941** |
| **Title:** | Qualitative Research Methods in Practice |
| **Credit value:** | 15 credit |
| **Semester:** | Semester 1 |
| **Course Coordinator** **contact details:** | Prof Anne McBride, a.mcbride@manchester.ac.ukZoom office hours to be confirmed  |
| **Other staff involved contact details:** | n/a |
| **Pre-requisites****Co-requisites****Dependent course units****Restrictions** | None |
| **Course unit overview** |
| The course will introduce PGRs to qualitative research and some of the practicalities of collecting and analysing qualitative data. The content of the course will give students insights into the experience of doing qualitative research and will equip them to make more informed choices about whether and which qualitative methods are appropriate for their PhD research. |
| **Aims** |
| The aim of this course is to provide participants with a solid grounding in qualitative methods and analysis that can be developed in their PhD research and future careers.  |
| **Objectives (Learning outcomes)** |
| On completion of this unit successful PGRs will be able to: * reflect upon theoretical and practical issues that underpin the choice to undertake qualitative research
* evaluate if a qualitative approach is useful to address their PhD research questions and select appropriate qualitative methods
* identify the merits and weaknesses of different sampling methods in qualitative research
* plan and prepare for the practicalities of conducting qualitative methods
* differentiate between some of the main approaches to qualitative data analysis
* recognise the methodological and ethical dilemmas in qualitative research and formulate strategies to address these.
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| **Syllabus content** |
| The course will begin with an introduction to qualitative research. A range of qualitative methods will be discussed in detail: Qualitative research interviews; Observation and visual methods; Use of diaries; social media and documents. The course will also introduce methods to analyse qualitative data. An assignment workshop and guidance will be provided.  |

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| **Methods of delivery** |
| **Lectures** | Pre-recorded asynchronous lectures for each topic, podcasts and identification of guided reading materials |
| **Seminar** | 1hr 50 minutes per week, including break and designated Q&A session.  |
| **Independent Study** | This will include pre-reading of materials; watching lecture videos; preparation for seminars; use of Discussion Board; writing reflective journal; completion of assessment. |
| **Total Study Hours** | 150hrs in total during PhD – this is assumed to be inclusive of writing up of qualitative research methods for research proposal; end of year review(s); methodology chapter in PhD. |
| **Reading List** |
| **Pre Reading**: Your research proposal – what questions do you want to answer in this course that will support the development of your research plan and the execution of your doctorate?**Core Texts:**Cassell, C., Cunliffe, A.L., Grandy, G. (2019) (eds) *The SAGE Handbook of Qualitative Business and Management Research Methods: Methods and Challenges*, London: Sage. (online)Symon, G. and Cassell, C. (2012). *Qualitative Organisational Research*, London: Sage. (online)**Supplementary Texts:** Flick, U. (2013) (ed) *The SAGE Handbook of Qualitative Data Analysis*, London: Sage. (online).Saunders, M., Thornhill, A. and Lewis, P. (2019). *Research Methods for Business Students 8th edition*. Harlow: Pearson. (earlier editions online) **Plus guided reading for each topic of the course, available through Link2Lists Reading List.**  |
| **Assessment** |

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| **Mode of Assessment** | **Length required** | **Weighting within unit** |
| The course is assessed by one 2,500 word assignment. The assignment will require students to present a justification for using up to two of the qualitative methods in their own PhD research and an assessment of any limitations or ethical questions they might raise. This will require a discussion of the research question(s)/ area of interest; your methodological approach; identification of research participants and recruitment; and proposed method of analysis.It is intended that this work will contribute to work reviewed in the mid-year and end-of-year review. It may also form the basis of the research design; ethics application, and future thesis chapter on methodology. It may also be a chance to try something out on paper - which may lead to a different approach being taken altogether. Detailed guidance will be given on what this involves and its intended contribution to the PhD process. All coursework submission will be through Blackboard**Assignment to be submitted on Wednesday December 15, 2021 at noon.**  | 2,500 words exclusive of reading list and appendices | 100% |
| **Resits**: Resits are allowed if the exam board considers it appropriate to offer a resit assessment. |  |  |

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| **Feedback methods** |
| Feedback for all assessed coursework and formative assessment must be returned within **15 working days** of the submission deadline. A working day is defined as Monday to Friday, not including bank holidays and excluding student vacation periods and University examination periods.Students are encouraged to engage with the course leader about the content and execution of the course. Students are also invited to fill out the course evaluation questionnaire at the end of the course that is accessible on Blackboard. |