

Alliance Manchester Business School

**Doctoral Programme
Course Unit Outline 2020/21**

Unit code:	BMAN80022
Title:	Case Study Research: Method and Methodology
Credit value:	5
Semester:	2
Course Coordinator contact details:	Prof Robert W Scapens: Robert.scapens@manchester.ac.uk
Other staff involved contact details:	
Pre-requisites Co-requisites Dependent course units Restrictions	None

Course unit overview

The course will explore the use of case studies from diverse methodological positions – reflecting different ontological and epistemological assumptions. Case study methods and methodology will be discussed in lectures and some existing case study research papers will be discussed and critiqued by participant groups

Aims

Case studies are increasingly being used in many areas of business and management research, and it is widely recognised that case research can be powerful in developing, modifying and extending theory in both exploratory and explanatory research designs. However, there can be misunderstanding of the methodological underpinnings of research using case studies. Different methodological perspectives can use case studies in quite different ways. For example, the role of case studies in positive research is quite different to their use by interpretive researchers.

This course focuses on the methodological underpinnings of case study research and the roles of case studies in different methodological traditions within the diverse fields of business and management. Examples will be provided of both positive and interpretive case studies. Categorisations of different methodological bases of case studies will be discussed, and the use of theory in case study research will be explored. In addition, the course will cover the characteristics of good case research design and ways of constructing 'convincing' case studies.

Objectives (Learning outcomes)

On completion of this unit successful students will be able to:

- Understand how case study research methods are used within different methodologies.
- Understand the different uses of case studies in different areas of business and management research.
- Design and analyse case studies.
- Critique existing case study research papers.

Syllabus content

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- The diverse uses of case studies in different research methodologies
- What is meant by 'case study' and 'case study research' and when it is an appropriate choice of research design – what are the implications of choosing a case study design?
- Examining different uses of case studies in business and management research, and critiquing case study research designs.
- Issues of validity, reliability and generalization.
- Practical issues of case study research for doctoral projects.
- Weaknesses in case study design.
- Critiquing existing case research papers.

Methods of delivery

Lectures/Seminars	6 contact hours - 2 sessions of 3 hours each.
Independent Study	94
Total Study Hours	100

Reading List

Pre Reading:

The following two papers, which will be discussed during the lectures, must be read before the course:

Merchant, K.A., and Riccaboni, A., Performance-based Management Incentives in the Fiat Group:

A Field, Management Accounting Research, Vol.1 No.4, December 1990, pp.281-303.

Scapens, R.W. and Roberts, J. Accounting and Control: A Case Study of Resistance to Accounting

and Change, Management Accounting Research, Vol.4 No.1, March 1993, pp.1-32.

Other pre-reading will be advised about one month before the course.

The following readings provide additional background – other readings will be provided during the course:

Scapens, R. W., (2004), "Doing Case Study Research", in Humphrey, C. & B Lee (Eds), The Real Life Guide to Accounting Research, Elsevier, pp. 257-279. See also other chapters in this book.

Yin, R.K., (2018) Case Study Research: Design and Methods, Sixth (or earlier) Edition, London: Sage

Core Text: TBA

Supplementary Text: TBA

A full reading list will be distributed at the start of the course

Assessment

Mode of Assessment	Length required	Weighting within unit
Assessment is for those requiring unit credits (please make this clear to the tutor at the start of the elective) Select any published research paper in your area that uses case study research methods and critically evaluate the way in which the case study is used in the paper.	1500 word	100%
Resits: resubmission of assignment.		

Feedback methods

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Feedback on the optional assessment will be provided in the form of comments on the critique of the selected paper.

Feedback from students

There will be a course unit survey on BlackBoard, however participants are encouraged to provide feedback directly to Prof Scapens.