

## PGR Course unit outline 2022/23

<b>Unit code:</b>	<b>BMAN 80941</b>
<b>Title:</b>	<b>Qualitative Research Methods</b>
<b>Credit value:</b>	<b>15</b>
<b>Semester:</b>	<b>One</b>
<b>Course Coordinator contact details:</b>	Prof Anne McBride, Room 6.020, AMBS building, x 65863 a.mcbride@manchester.ac.uk See Blackboard for office hours
<b>Other staff involved contact details:</b>	Names of other staff teaching on the course unit stating their room number, telephone extension, email address and office hours
<b>Pre-requisites</b>	None
<b>Co-requisites</b>	Auditing allowed in consultation with course co-ordinator
<b>Dependent course units</b>	
<b>Restrictions</b>	

### Course unit overview

The course will introduce PGRs to advanced discussions about qualitative research and some of the practicalities of collecting and analysing qualitative data. The content of the course will enable PGRs to achieve congruence between their philosophical framework and their proposed methods of data collection and analysis. It will give PGRs insights into the experience of doing qualitative research that will equip them to make informed choices about whether (and which) qualitative methods are appropriate for their doctoral research.

### Aims

*The unit aims to:*

Provide participants with a solid grounding in qualitative methods and analysis that can be developed in their doctoral research and future careers.

### Objectives (Learning outcomes)

PGRs will be able to:

**Knowledge and Understanding:**

Gain knowledge about some of the methodological issues, challenges and practicalities of collecting, and analysing, qualitative data. This will include understanding how to collect and analyse qualitative data in the rigorous way expected from high level journals.

**Intellectual skills:**

Reflect on a range of assumptions that inform the PGR's preferred approach to research, including engaging with discussions about decolonising research. Students will recognise the methodological and ethical dilemmas in qualitative research and formulate strategies to address these. They will write a justified research design for qualitative research.

**Practical skills:**

Prepare a first draft of an interview schedule; develop a focus group schedule and facilitate a focus group; code an interview transcript; collect and analyse data from a public website; write a reflective journal based on their view of challenges and learning on the course.

**Transferable skills and personal qualities:**

Articulate personal epistemological and ontological assumptions; participate in advanced discussions online and in seminar; facilitate active discussion in small groups; engage in good time management; develop reflexivity on impact of self in research.

## Alliance Manchester Business School

Syllabus content		
<p>The course is organised around three aspects of research activity – (1) making links between philosophical assumptions and choice of research methods; (2) data collection through asking; hearing; watching; reading and/or writing; (3) data analysis.</p> <p>Prior to the beginning of the course, each participant is asked to complete a worksheet. This is used to guide activities and encourage reflexivity in research from the beginning of the course.</p> <p>Learning and teaching is through the use of pre-recorded videos, podcasts and the directed reading of a range of materials to enable full participation in task-based seminars.</p> <p>Every PGR is invited to write their reflections on theoretical and practical questions raised by the course, their research questions and earlier research in a Blackboard journal.</p> <p>Every PGR is invited to raise questions on the Discussion Board, and participate in providing comments and responses and any questions.</p> <p>The course co-ordinator makes observations on the Discussion Board about current research; past research; seminar discussions.</p>		
Methods of delivery		
<b>Lectures</b>	2 hours x 5 weeks (video and in person)	
<b>Seminar/Tutorial/Workshop/Lab Hours</b>	2 hours x 5 weeks (group work and plenary discussion) (with 2 hours optional essay surgery)	
<b>Independent Study</b>	130 hours	
<b>Total Study Hours</b>	150 hours	
Reading List		
<p><b>Pre Reading:</b> “Introduction: The context of qualitative organizational research” (chapter 1) and “Reflexivity in Qualitative Research” (chapter 5) in Cassell and Symon (2012) (eds) <i>Qualitative Organisational Research</i>, London: Sage (available online)</p> <p><b>Core Text:</b> Cassell, C., Cunliffe, A.L., Grandy, G. (2019) (eds) <i>The SAGE Handbook of Qualitative Business and Management Research Methods: Methods and Challenges</i>, London: Sage. (online)</p> <p>Flick, U. (2013) (ed) <i>The SAGE Handbook of Qualitative Data Analysis</i>, London: Sage. (online).</p> <p>Saunders, M., Thornhill, A. and Lewis, P. (2019). <i>Research Methods for Business Students 8th edition</i>. Harlow: Pearson. (online)</p> <p><b>Supplementary Text:</b> plus guided reading for each topic of the course, indicated in full course description and Blackboard, and available through Link2Lists Reading List.</p>		
Assessment		
Mode of Assessment	Length required	Weighting within unit
<p><b>Coursework:</b> The assignment will require PGRs to present a justification for using a maximum of two qualitative methods in their own doctorate 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; identification of research participants and recruitment; and proposed method of analysis.</p>	3000 words	100%

## Alliance Manchester Business School

The deadline for submission of coursework will be determined by the start of the course. It will be set between 10 and 3pm on Monday-Friday.		
<b>Resits:</b> This will be the same as the original assignment.	3000 words	100%

### Feedback methods

#### **Formative Feedback:**

Feedback is provided through structured seminar activities each week; through office hours posted on Blackboard; discussion board; email responses and 2 essay open surgeries. PGRs may also seek feedback if they complete any entries on a reflective diary (hard copy or Blackboard copy).

#### **Feedback on coursework**

Feedback for assessed coursework is provided on Blackboard and 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. The feedback deadline will be determined by the start of the course. All PGRs have the option of further discussion of their feedback if required.

#### **Methods of feedback from Students:**

PGRs can provide informal feedback on the course as it progresses. Participants will also have the opportunity to complete a formal evaluation of the course. This is a very important process in the development of the course.

### Social Responsibility

*AMBS aims for our graduates to develop not only academic and professional skills, but also a sense of social, ethical and environmental responsibility towards the societies of which they are part. Please give details of how social responsibility is addressed in your course unit by highlighting any knowledge or skills that support students' social and ethical understanding and conduct.*

The module provides knowledge and skills that will enable PGRs to more effectively pursue several of the United Nations Sustainable Goals (noted below). The implications of labour market inequalities as a research context, and the concept of intersectionality, to enable reflection on the implications of missing voices and experiences in research, and their own position as researchers. PGRs will be more able to identify issues of inequality and may choose to include them in their own research.

Business studies tend to have an American and European-centric perspective, so the reading list on this course explicitly includes work from the global south and other world regions and has a reading list section that engages with discussions about decolonizing research methodologies. Chapter 8 of Cassell et al's (2018) SAGE Handbook of Qualitative Business and Management Research Methods by Weston and Imas (see electronic reading list) provides a detailed discussion of these issues and the implications for research methods.

The course aims to promote a culture of inclusion where racism, discrimination and micro-aggressions are not tolerated, creating a supportive learning environment for all. This includes all aspects of the course: lectures; seminars; on-line break-out groups; discussion boards. For those wishing to raise issues

## Alliance Manchester Business School

or seek confidential support, direct emails can be sent to the Course Co-ordinator ([a.mcbride@manchester.ac.uk](mailto:a.mcbride@manchester.ac.uk)).

*Please indicate by ticking the box(es) below, which specific aspect of SR your module is linked to:*

A UN SDGs\*  
Goal 5 – gender equality; Goal 10 –  
reduce inequality

Environmental Sustainability

Other (please specify)  
Ethical management research

*\* If a UN SDG, please note which one by reviewing the list [here](#)*

*For additional support on how embed SR into your module, please review the resources here:*

<https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=51837>

<https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=47017>