

## PGR Course unit outline 2022/23

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

### Course unit overview

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.

### Aims

The course aims to introduce students to the issues and questions which they will need to consider if they decide to use case studies in their PhD research. It 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

<b>Lectures/Seminars</b>	6 hours - 2 seminars of 3 hours each.
<b>Independent Study</b>	44
<b>Total Study Hours</b>	50

### 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
<b>Topic:</b> 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 words	100%
<b>Submission:</b> The assignment should be submitted via BlackBoard, with a copy emailed to <a href="mailto:robert.scapens@manchester.ac.uk">robert.scapens@manchester.ac.uk</a>  <b>Note:</b> A copy of the paper being critiqued should be submitted with the assignment.		

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<b>Marking process:</b> The marks awarded for the assessment will reflect the extent to which you (1) understand the case study method used in the paper being critiqued, (2) draw the material covered during the course (in both the seminars and the further reading), and (3) reflect on the implications for doing your own research.		
<b>Resits:</b> Resubmission of the assignment		

### Feedback methods

Feedback on the optional assessment will be provided in the form of comments on the critique of the selected paper, which will be intended to help students develop their own doctoral research.

#### Feedback from students

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

### 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.*

As the course is about research methods and methodology the particular aspects of SR will depend on the nature of the research which the students decide to undertake for their PhD thesis. However, ethical issues which need to be considered in undertaking case study research and the need for ethical approval of postgraduate research will be discussed.

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

☐

A UN SDGs\*

☐

Environmental Sustainability

☐

Other (please specify)

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*\* 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>