

QUALITATIVE RESEARCH FOR MANAGEMENT
PGP 2, Term 6, 2015-16

Indian Institute of Management, Ahmedabad

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This course is designed to enable participants to use qualitative techniques while working in their organisation. It is not only meant for those taking up consulting assignments but also for those who want to embed research in the everyday life of their future organisations. The distinguishing characteristic of this course is that its pedagogy relies heavily on experiential learning, wherein an emphasis will be placed on how to conduct focus groups, interviews and use observation while designing a qualitative research strategy.

Objectives of the course

- The objective of the module is to orient participation to the various qualitative methods of data collection and analysis.
- To help them successfully implement the methods during the duration of the course.

Session/ Date/Time	Topic	Readings
Session 1	What is qualitative research?	D Myers, M. (2013). Overview of qualitative research . In M. D Myers (Eds.), <i>Qualitative research in business and management</i> (pp. 5-14). New Delhi: SAGE Publications Pvt. Ltd
Session 2	Research Design & Sampling	Chenail, R. J. (2011). Ten Steps for Conceptualizing and Conducting Qualitative Research Studies in a Pragmatically Curious Manner. <i>Qualitative Report</i> , 16(6), 1713-1730.
Session 3 & 4	Interviews	Holstein, A. J. (1999). Active Interviewing, in Alan Bryman & Robert Burgess (Ed.), <i>Qualitative Research</i> (Vol. 2, p. 105-121), London: Sage Publications.
Session 5 & 6	Focus Groups	Hesse-Biber, S., & Leavy, P. (2011). Focus group interviews. In S. Hesse-Biber & P. Leavy (Eds.), <i>The practice of qualitative research</i> (pp. 195-228). New Delhi: SAGE Publications Pvt. Ltd
Session 7 & 8	Participation observation	D Myers, M. (2013). Participation observation and fieldwork. In M. D Myers (Eds.), <i>Qualitative research in business and management</i> (pp.136-150). New Delhi: SAGE Publications Pvt. Ltd
Session 9 & 10	Analysis of Qualitative Data	Hesse-Biber, S., & Leavy, P. (2006). Analysis and Interpretation of qualitative data. In S. Hesse-Biber & P. Leavy (Eds.), <i>The practice of qualitative research</i> (pp. 343-376). New Delhi: SAGE Publications Pvt. Ltd.

Session 11	Writing and publishing	Holliday, A. (2007). Writing about data. In A. Holliday (Eds.), <i>Doing & writing qualitative research</i> (pp. 89-113). New Delhi: SAGE Publications Pvt. Ltd.
Session 12	Ethical issue and Qualitative Research	D Myers, M. (2013). Ethics. In M. D Myers (Eds.), <i>Qualitative research in business and management</i> (pp. 48-55). New Delhi: SAGE Publications Pvt. Ltd
Session 13	Validation issues	Silverman, D., & Marvasti, A. (2008). Quality in qualitative research, <i>Doing qualitative research: A comprehensive guide</i> (pp. 209-223). New Delhi: SAGE Publications Pvt. Ltd.
Session 14	Philosophical Assumption of qualitative research	Creswell, J. W. (2013). Philosophical Assumption and Interpretive Framework. In J. W. Creswell (Eds.), <i>Qualitative inquiry and research design: Choosing among five approaches</i> (15-41). London: Sage.
Session 15	Wrap up	

GRADING AND EVALUATION

Grading for the course will be based on the following components:

Component	Weightage
Contribution to class participation	50%
Qualitative method exercise and reflection	50%

General submission guidelines:

- Soft copy and hard copy of projects/assignments to be submitted to the AA/Instructor.
- All reports need to be submitted in Times Roman Font size 12 and 1.5 line spacing.

Individual assignments

- Exercises will be evaluated on the basis of depth, effort, flow and ability to probe.

Finally, all the requirements and 100% attendance is mandatory; failing to comply with any component could result in an incomplete grade.