

Introduction to the Course

Walsh College



RES 712 - Introduction to Course

1. Introduction to the Course

- Course Description and Objectives
- Course Subjects and Topics
- Introductions: Who We Are!
- Required Books/Readings
- Recommended Books/Readings
- Weekly Readings: Instructor Expectations

2. Course Assignments

- Course Schedule
- Assignments and Grading
 - Taking Fieldwork Notes
 - In-Depth Interview (IDI)
 - Mock Focus Group
 - Ethnography
 - Coding Qualitative Data
 - Research Design Project
 - Exam (Final)



Course Description and Objectives

The Course: *What are We Trying to Accomplish?*

- Introduction to the qualitative approach and its key traditions
- The role of qualitative research methods in the business discipline
- Knowledge of how to use qualitative research methods for application to research problems/challenges
- Evolution of qualitative research traditions and methods
- How does RES 712 fit with other research methods classes?



Why is this class important in your doctoral study?

Course Subjects and Topics

The Subjects: *What are We Addressing and Why?*

Objective: Introduce Doctoral Level Qualitative Research Methods

Main Course Topics

1. The Foundation of the Qualitative Research Approach
2. Theory Building in Qualitative Research
3. The Human Decision-Making Process and Qualitative Research
4. The Main Qualitative Traditions: Historical, Bibliographical, Narrative, Phenomenology, Grounded Theory, Anthropological/Ethnographic, and the Case Study
5. Taking Fieldwork Notes
6. Qualitative Techniques: Individual and Group Levels
7. Semiotics and Cocreation
8. Qualitative Data Coding
9. Mixed-Modal (Methods) Designs from a Qualitative Viewpoint
10. Qualitative Comparative Methods
11. Expert Opinion
12. Qualitative Meta-Synthesis



Course Approach and Structure

A Balance...

- *Blended 2.5+3: “On-Campus/ Zoom Class Meeting” and online class formats*
- *Academic and applied realms—a merging of the two “spheres”*
- *Examples from the academic and applied worlds*
- *Lecture, discussion, and exercises*
- *Integrated doctoral assignments*



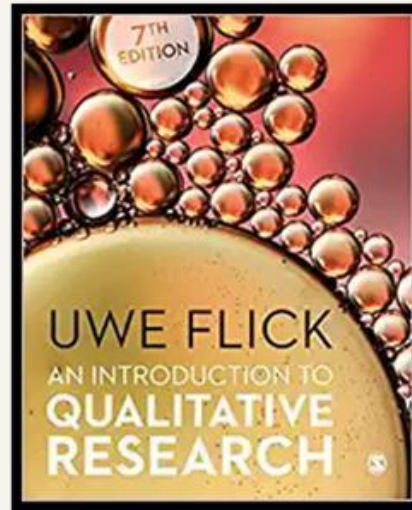
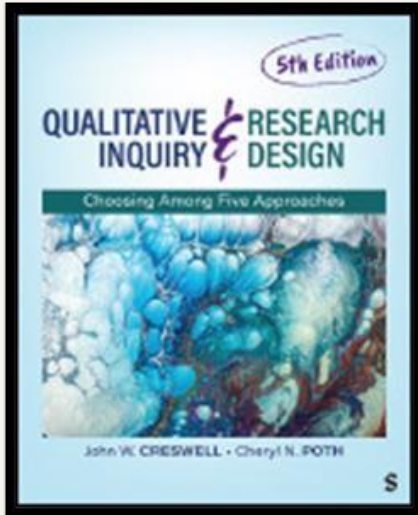
Introduction: Michael Francesco Alioto



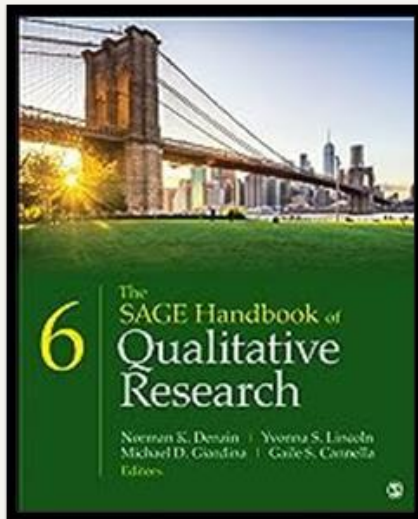
Who je is?

- *Academic Background*
- *Industry Background*
- *Qualitative Research Methods Background*
- *Academic/Applied Research/Publication Background*

Required Books and Readings



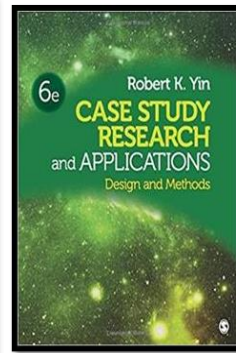
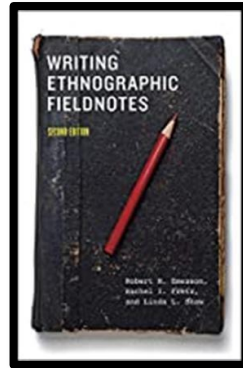
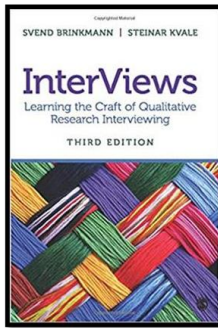
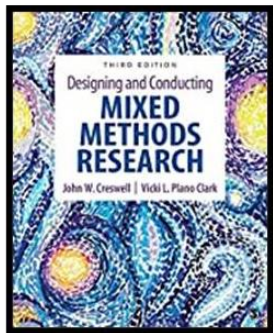
- Why these books?
- Reading expectations
- Teaching approach with readings
- Integration of readings into the learning process
- A note about editions



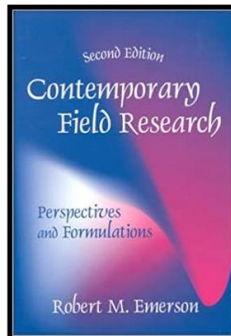
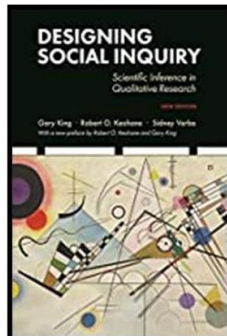
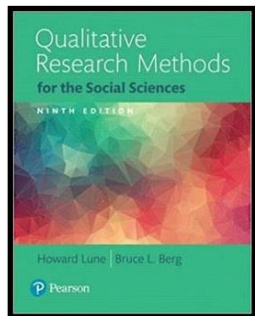
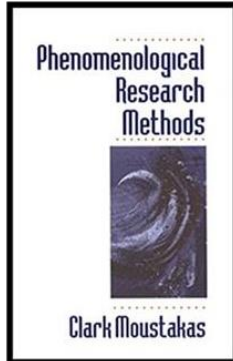
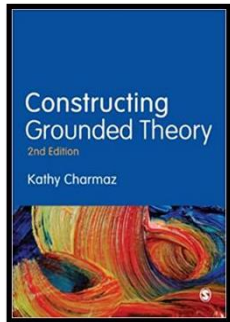
Available in

AbeBooks.com, ThriftBooks.com, or Amazon.com!

Recommended Books and Readings



- Why are these books recommended?
- Reading expectations for recommended sources
- How to use these additional articles and sources
- When should I read or not read these sources

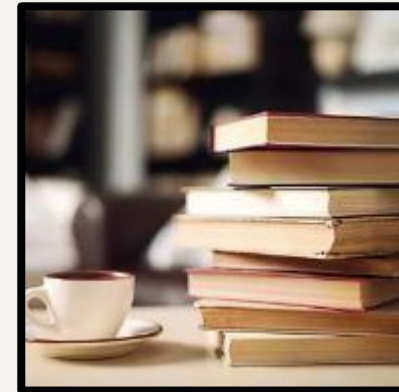


**Available in
Amazon.com,
ThriftBooks.com, or
AbeBooks.com!**

Journal Articles and “Other” Books



- *Why these sources?*
- *Examples (academic and applied) for application of ideas and concepts*
- *Reading expectations for these sources*



Available in Olympus!

Course Assignments

1. Class Participation and Interaction
2. Discussions
3. 5 Assignment Exercises
4. Research Design Project
 - a) PowerPoint Deck (Written)
 - b) Oral Presentation
5. Final Exam
6. Citi Program Training



Our Philosophy:

“We will continuously learn from each other”

Assignments and Grading

Your evaluation is based on the following...

Assessment	Points
Qualitative Fieldwork Note Exercise (Structure and Format)	50
Conducting an IDI (In-Depth Interview) [Mock IDI]	50
Conducting a Focus Group [Focus Group Approaches]	150
Conducting an Ethnography [Mock Ethnography]	150
Qualitative Coding Exercise	100
Qualitative Research Design Project (Written PPT Deck and Class Oral Presentation) <ul style="list-style-type: none">• 100 pts. For the PPT deck• 200 pts. For the oral presentation	250
Comprehensive Final Essay Exam	200
Citi Program Training	50
Total Points for the Course	1000

- *Mixture of assignment types and learning strategies*
- *Assignments spaced throughout the course*
- *Balance of objective and subjective evaluation criterion*

Walsh College Requirements



- Instructor's expectations
 - Response time: 24 hrs. for e-mails
 - Incompletes
 - SLOA
 - Academic dishonesty and personal conduct
- ...details in the syllabus

If you have any doubts about anything, ask...!