

RES 712: Exploratory and Qualitative Research Methods

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



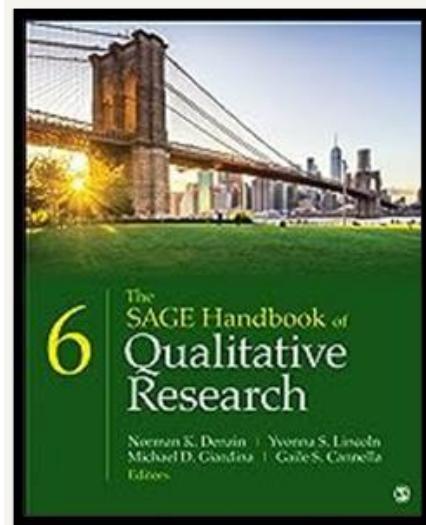
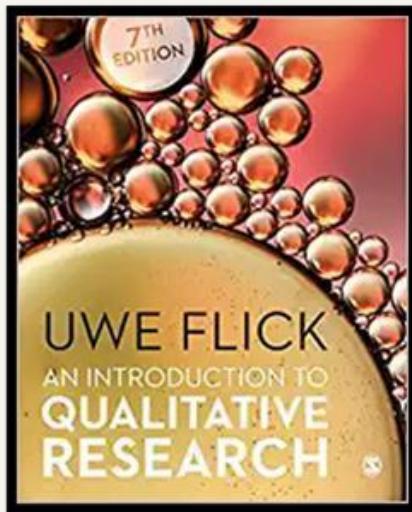
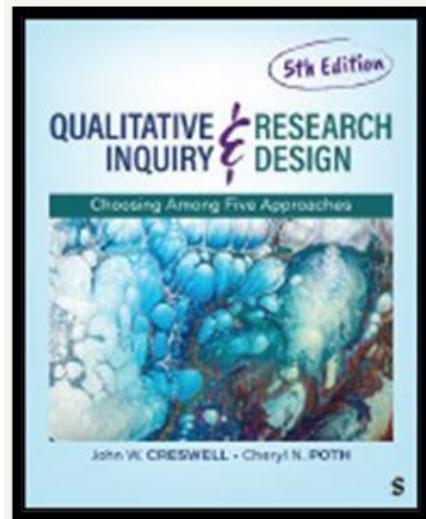
Introduction: Michael Francesco Alioto



Who je is?

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

Required Books and Readings

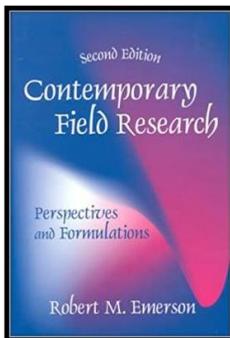
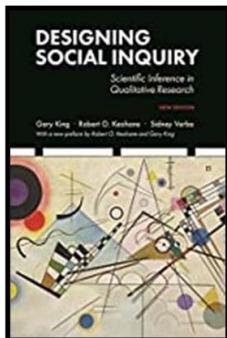
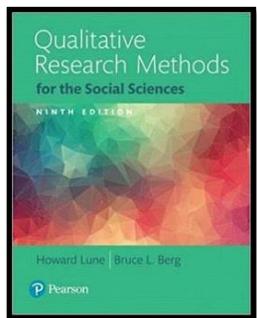
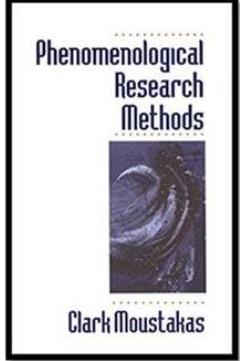
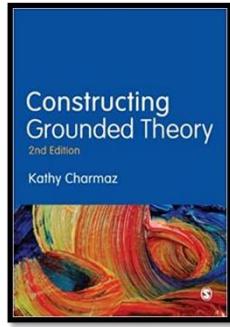
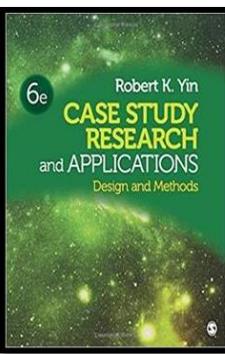
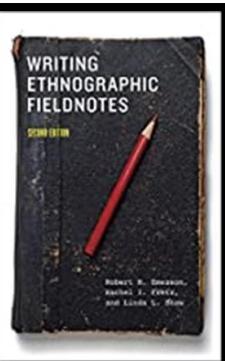
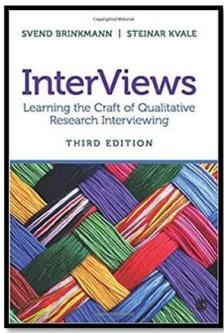
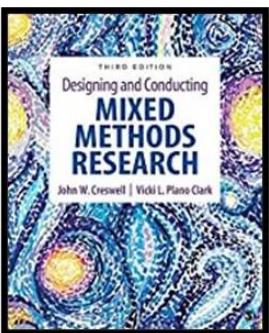


- Why these books?
- Reading expectations
- Teaching approach with readings
- Integration of readings into the learning process
- A note about editions

Available in

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

Recommended Books and Readings



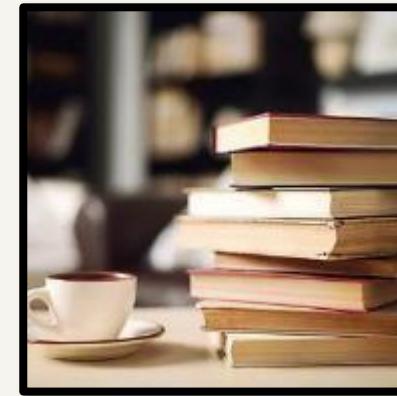
- Why are these books recommended?
- Reading expectations for recommended sources
- How to use these additional articles and sources
- When should I read or not read these sources

**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”

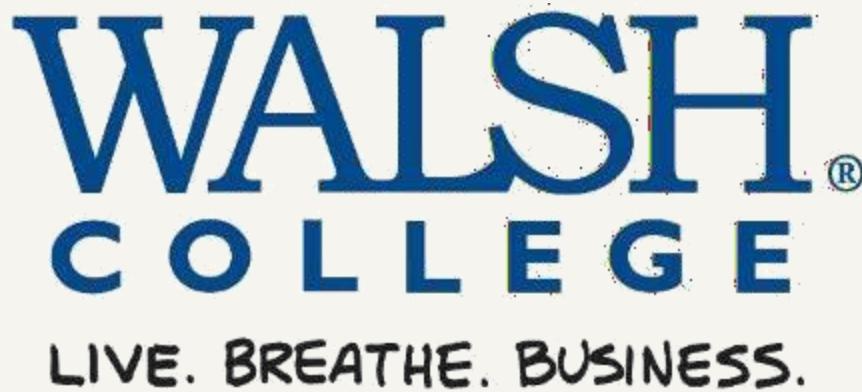
Assignments and Grading

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) • 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...!