

# DBA Course Syllabus

## GEB 6930 Interview Research Methods

### Spring Semester



## Syllabus for Research Methods in Structured Interview Methods

Matthew Mullarkey, Ph.D.

Office: CIS2085

Mobile: 440.554.3624

Email: [mmullarkey@usf.edu](mailto:mmullarkey@usf.edu)

Call/email for appointment as needed.

## Course Objectives

This course is designed to teach research methods in the areas of organizational performance (leadership, innovation, entrepreneurship, operations, improvement, ethics, sustainability, etc.) through the conduct of in-class research worthy structured interviews that generate a research contribution on the part of the student.

The course introduces students to the:

1. The conduct of structured interviews as a research method for data collection.
2. The conduct of interview analysis and evaluation for the purpose of generating key insights into a phenomenon of interest.
3. Thought leaders across the spectrum of business leadership that can be interviewed to generate knowledge.
4. The process of communicating interview research through the submission of a co-authored research article.

Course policies and logistics (no deviations from [DBA and USF standards](#))

Policies specific to this course are as follows:

1. *Activities*: All course activities will be conducted via Canvas, accessed at <https://my.usf.edu> ([Links to an external site.](#))
2. *Grading*: This course follows the standard DBA grading policy, with satisfactory work completed on time receiving a grade of A. Work that is not deemed sufficiently developed to be considered satisfactory must be revised to a satisfactory level. In the event such revisions run past the end of the semester, a grade of B will be awarded upon satisfactory completion.
3. *Academic Integrity*: The course subscribes to all academic integrity requirements set forth by the University of South Florida.
4. *"Unofficial Sunday" Policy*: At the request of participants or as planned by the instructor, unofficial Sunday sessions may be offered to provide participants with additional assistance or simply to allow for informal discussions with faculty. These sessions are not part of the official curriculum and attendance of these is entirely voluntary.

Policies applying to all DBA courses, the Muma College of Business and/or the University of South Florida can be found under [Standard Course Policies](#)

## Course Topics

Content to be covered in this course includes the following:

1. Reading: Selected Chapters and Topics in "Interviewing as Qualitative Research" by Irving Seidman.
2. Research worthy interviews of four thought leaders in the areas of organizational sustainability and ethics.

3. Each thought leader will be interviewed using a three interview series (conducted during one resident four hour class session) in conjunction with pp. 20-23 in the reference book. Each interview series will be assigned to approximately four member student team.
4. Each student team will prepare the interview, conduct their interview, code and analyze the interview post-conduct, write and submit a research worthy article on the interview series they conducted.

## Learning Outcomes

Upon completing this course, the participant should be able to:

1. Conduct research worthy social science interviews.
2. Analyze interview records for research artifacts that inform research and practice.
3. Write research article(s) on interview research conducted.

## Readings

The following books and readings will be used in this course:

Siedman, I. (2013) Interviewing as Qualitative Research - A guide for researchers in education & the social sciences. Fourth Edition. Teachers College Press, Teachers College, Columbia, New York & London.

Saldana, J.M. (2015) The Coding Manual for Qualitative Researchers. Third Edition. Sage Publications Ltd, Los Angeles, London.

## Course Schedule

<b>Dates of Activity</b>	<b>Description of Activity</b>	<b>Estimated Time (Hours)</b>	<b>Online (Y or N)</b>
Prior to January	Review Siedman concentrating on Ch. 2 & 6.	6 hours reading	As needed

Resident Weekend	<p>Review Saldana concentrating on CH. 3, Appendix A, and Appendix C.</p> <p>Prepare for the interview with questions based upon Interview 1, 2, or 3 chosen for student's group including:</p> <p>Define roles in interview - questioner, scribe, observer.</p> <p>Define questions - all questions should be written, open ended, ordered.</p> <p>Practice/pilot interview as a group - brainstorm pivots in the interview that are possible.</p>	3-5 hours prep & organizing interview questions	
January Friday	<p>Thoughts on the topic - Interviewee 1</p> <p>Interview One - Group 1</p> <p>Interview Two - Group 2</p> <p>Interview Three - Group 3</p>	<p>25 minutes</p> <p>45 minutes</p> <p>45 minutes</p> <p>45 minutes</p>	In class
January Saturday	<p>Thoughts on the topic - Sensemaking &amp; Coding</p> <p>Interview 1 Reflections</p> <p>Sensemaking Discussion</p> <p>Coding Workshop</p>		In class
Prior to February Resident Weekend	<p>Review Siedman concentrating on Ch. 8, 9, &amp; Appendix</p> <p>Analyze, interpret &amp; share interview material.</p>	<p>3 hours reading</p> <p>5-8 hours</p> <p>8-10 hours</p>	As needed

	Draft Qual. Research Interview Article - Thematic, Profile, Other		
February Friday	Thoughts on the topic - Interviewee 2 Interview One - Group 1 Interview Two - Group 2 Interview Three - Group 3	25 minutes 45 minutes 45 minutes 45 minutes	In class
February Saturday	Thoughts on the topic - Interviewee 3 Interview One - Group 1 Interview Two - Group 2 Interview Three - Group 3	25 minutes 45 minutes 45 minutes 45 minutes	In class
Prior to March Resident Weekend	Review Saldana as needed to determine coding and authoring approach. Analyze, interpret & share interview material. Draft Qual. Research Interview Article - Thematic, Profile, Other Submit DRAFT Interview Article in CANVAS	3 hours reading 5-8 hours 8-10 hours	As needed
March Friday	Group presentations of Research, Lessons Learned, and Reflections	4 hours	In class
Post March	Upload Final Interview Article in CANVAS	1-5 hours	As needed

Resident Weekend			

Specific due dates can be found below. Detailed descriptions of all activities can be found under [Modules List](#)

## Course Summary:

Date	Details	Due
Sat Jan 14, 2023	Assignment <a href="#">Reflection: Interview Day 1</a>	due by 11:59pm
Fri Feb 10, 2023	Assignment <a href="#">Reflection: Interview Day 2</a>	due by 11:59pm
Sat Feb 11, 2023	Assignment <a href="#">Reflection: Interview Day 3</a>	due by 11:59pm
Sun Feb 19, 2023	Assignment <a href="#">Submit DRAFT Interview Article</a>	due by 11:59pm
Sat Mar 4, 2023	Assignment <a href="#">Submit Quirkos Export File</a>	due by 11:59pm
Thu Mar 9, 2023	Assignment <a href="#">Group PowerPoints - Lessons Learned</a>	due by 12:01pm
	Assignment <a href="#">Submit FINAL Interview Article</a>	due by 11:59pm