EDGEWOOD COLLEGE
MADISON · WISCONSIN

Qualitative Research in Business
BUS 921
NUMBER OF CREDITS: 3
PREREQUISITES: Completion of BUS 920
URL for Blackboard Site: Locate the course site by logging into Blackboard: https://blackboard.edgewood.edu

Instructional Mode: Fully Online

COURSE STRUCTURE

This course is delivered entirely online; there are no required face-to-face sessions in a physical classroom.

INSTRUCTOR

Instructor: Victoria M. Palmisano, MA, MBA, MLS, Ph.D.
Title: Associate Dean of Business, Communication, and Innovation

CONTACT INFORMATION

Preferred Contact Method:	email
Email:	vpalmisano@edgewood.edu
Office Location:	Predolin 344
Office Hours:	Mondays and Wednesdays, 10:00am – 12:00pm, and by appointment
Office Phone:	608-663-6859 Note: I am only available by phone during standard business hours in U.S.A. Central Standard Time. Please leave a message and I will respond within 24 hours or during the next business day.
Email/Phone Response:	Please place your class number and topic of email in the email subject line. I will respond to all emails/voicemails within 24 hours, or immediately during my normal office hours. Please note that emails/voicemails received after 4:00pm on Friday will be addressed on the next business day.
WebEX Virtual Office	https://edgewood.webex.com/meet/vpalmisano

WELCOME TO OUR COURSE

My name is Victoria M. Palmisano, Ph.D., and I will be your instructor for this course. My background is in Small Business Management, and I have an academic research interest in Intellectual Property as it relates to Educational Content.   This course is rooted in open and honest discussion. It is important that we maintain a safe space, open to self-expression and exploration of the course content. Our classroom will be a safe space, devoted to the inclusion of all students.

This course will help you to understand and engage with qualitative research methods. The course is designed to support you through the development of your own applied doctoral research project. It is important that you not only complete assigned and suggested activities but that you are also prepared to engage with the content.

REQUIRED MATERIALS AND TECHNOLOGY

- Given, L. M. (Ed.) (2008). The SAGE encyclopedia of qualitative research methods. (Vols. 1-0). SAGE Publications, Inc., https://doi.org/10.4135/9781412963909 .

- Kim, J. (2016). Understanding narrative inquiry. SAGE Publications, Inc., https://doi.org/10.4135/9781071802861 .

- Beck, C. (2021). Introduction to phenomenology: Focus on methodology. (Vols. 1-0). SAGE Publications, Inc., https://doi.org/10.4135/9781071909669 .

- Flick, U. (2018). Doing grounded theory. SAGE Publications Ltd, https://doi.org/10.4135/9781529716658.

- Coffey, A. (2018). Doing ethnography. SAGE Publications Ltd, https://doi.org/10.4135/9781526441874 .

- Lee, B., & Saunders, M. (2017). conducting case study research for business and management students. SAGE Publications Ltd, https://doi.org/10.4135/9781529716702 .

- Durdella, N. (2019). Qualitative dissertation methodology. SAGE Publications, Inc, https://doi.org/10.4135/9781506345147 .

- All texts are available to you virtually through the Edgewood College Library.

- Additional Learning materials are posted on Blackboard

- Computer with reliable Internet access

Locate the course site by logging in to Blackboard with your Edgewood user ID and password. https://blackboard.edgewood.edu

Remember that to protect your user account as per Edgewood's Acceptable Use Policy, you should never share your Edgewood login password with anyone else.

If you are experiencing any technical problems with Blackboard, please contact the **Technology Assistance Center:**

- Phone: 608-663-6900

- Email: Technology-Assistance@edgewood.edu

You may also want to consult the Blackboard Learn Help for Students website.

Remember that to protect your user account, you should never share your Edgewood login and password with anyone. For more information on email communications and safeguarding your password, see the Edgewood College Student Handbook.

COURSE DESCRIPTION

COURSE DESCRIPTION: Students in this course will learn what constitutes qualitative research, how it differs from quantitative research and how to apply qualitative research methods. This involves students identifying and formulating appropriate qualitative research plans, developing qualitative research questions, conducting a planned analysis, and communicating their findings.

PREREQUISITES: Completion of BUS 920

SPECIAL INFORMATION ABOUT THIS COURSE: This is an interactive course which combines independent research and online components. Access to a computer with an internet connection is required for completion of assignments for this course.

COURSE GOALS, LEARNING OUTCOMES, ASSESSMENTS

COURSE GOALS: By the culmination of this course students should be able to identify appropriate qualitative research methods for applied research projects. Students will also gain an understanding of how to design, collect data, and assess research in a qualitative format.

LEARNING OUTCOMES: By the end of the course students will be able to:

- Understand the purpose and use of the narrative method.
- Evaluate appropriateness of the narrative method for use in research design.
- Analyze the data needed to design a narrative study.
- Understand the purpose and use of the phenomenological method.
- Evaluate appropriateness of the phenomenological method for use in research design.
- Analyze the data needed to design a phenomenological study.
- Understand the purpose and use of the grounded theory method.
- Evaluate appropriateness of the grounded theory method for use in research design.
- Analyze the data needed to design a grounded theory study.
- Understand the purpose and use of the ethnographic method.
- Evaluate appropriateness of the ethnographic method for use in research design.
- Analyze the data needed to design a ethnographic study.
- Understand the purpose and use of the case study method.
- Evaluate appropriateness of the case study method for use in research design.
- Analyze the data needed to design a case study study.
- Evaluate the data collection methods necessary for their own research.
- Understand the best practices of data collection methods.
- Analyze data using qualitative methodology.
- Understand reporting methods for qualitative methodology.

ASSESSMENT: Emphasis will be made to improve students' abilities to apply concepts through assessed methods. Written assignments will be presented to reinforce research and writing skills. Students will work through problems with the use of digital and print resources. Students will be challenged to apply recently learned concepts to interactive and written assessments.

The course goals and objectives will be addressed as students do the following:

- Complete discussions and assessments demonstrating an ability to apply course concepts.
- Research and write a scholarly paper that utilizes primary and secondary resources.

TEACHING AND LEARNING ACTIVITIES

Learning is a collaborative process. Sharing work experiences, life lessons, and personal opinions in class activities will help us make relevant connections with real world experience, allowing us to apply the knowledge we glean from the textbook and other sources.

WHAT IT MEANS TO BE A MEMBER OF THIS CLASS

ATTENDANCE POLICY: To be successful in this fully online course it is essential to log in to the Blackboard course site multiple times per week to complete required learning activities. Your attendance is measured through your active participation and completion of required assignments within the Blackboard course site.

PARTICIPATION: The goal is to know all the material, not just some of it, as this is preparation for becoming a professional. I encourage you to stay current, because once you fall behind it is difficult to catch up.   Also, since the material is cumulative in nature, your overall course comprehension and academic success may be negatively affected if you fall too far behind.

CLASS DISCUSSIONS: We will work as a group to ensure that each student is able to participate in discussions and activities in a manner in which they feel comfortable and accepted. It is important that in all discussions you are mindful of maintaining an appropriate academic learning environment and participating in a manner that is productive, contributory, and in the vein of supportive critique. While discussions are not mandatory, I encourage you to participate as you are able so that you may network and connect with your peers.

LATE WORK POLICY: Due dates for the course are posted in the Blackboard course site. Work turned in by 11:59 p.m. on the due date will be considered on time. Should the need arise for a student to submit an assignment after the deadline please discuss this with me prior to or as close to the missed due date as possible.

NAMES AND PRONOUNS: Please tell me which pronouns and name to use when addressing you early in the semester so that I may make appropriate changes to my records.

EXPECTATIONS FOR TIME SPENT OUTSIDE OF CLASS This course is a 3-credit course, which means that students are expected to participate in course-related work each week. This includes work done completing assigned readings, accessing course materials, preparing online or written assignments, studying for tests and examinations, and other course-related tasks.

GRADING

Your grade will be comprised of the following elements:

Graded Item	Description	Portion of Grade
Module Assessments	You will complete assessments within each module in the form of short quizzes. These are designed to assess your ability to interpret and apply the material presented within each module.	35%
Final Project	This assignment requires you to complete academic level research and submit a paper appropriate for graduate level study.	65%
Total		**100%**

GRADE SCHEMA:

Score	Grade	GPA
90% and above	A	4.0
86% - 89 %	AB	3.5
76% - 85%	B	3.0
75% - 66%	BC	2.5
65% - 61%	C	2.0
60% - 56 %	CD	1.5
55% - 50 %	D	1.0
Below 50%	F	0

Note: Cumulative GPA is determined by – (Total GPA)/(Total Credit Hours for which grade points are assigned)

COURSE SCHEDULE

This course schedule may change in response to the needs of the class, or unforeseen circumstances. If anticipated in advance, changes to this schedule will be announced in class and via email. Changes to this schedule will be posted on Blackboard.

Module # Dates	Topics/ Learning Objectives	Readings	Assignments and Due Dates
Module 1	Narrative Methodology	Kim, J. (2016): Chapters 1-3, 5-6	• Complete Assigned Readings • Watch Module 1 Lecture Videos • Review Module 1 Slide Decks • Complete Optional Discussion • **Graded Activity:** Complete in-module assessments.
Module 2	Phenomenological Methodology	Beck, C (2021): Introduction, Parts 1-4	• Complete Assigned Readings • Watch Module 2 Lecture Videos • Review Module 2 Slide Decks • Complete Optional Discussion • **Graded Activity:** Complete in-module assessments.
Module 3	Grounded Theory Methodology	Flick, U (2018): Chapters 1-10	• Complete Assigned Readings • Watch Module 3 Lecture Videos • Review Module 3 Slide Decks • Complete Optional Discussion • **Graded Activity:** Complete in-module assessments.
Module 4	Ethnographic Methodology	Coffey, A (2018): Chapters 1-2, 3-8	• Complete Assigned Readings • Watch Module 4 Lecture Videos • Review Module 4 Slide Decks • Complete Optional Discussion • **Graded Activity:** Complete in-module assessments.
Module 5	Case Study Methodology	Lee, B., & Saunders, M. (2017): Chapters 1-3	• Complete Assigned Readings • Watch Module 5 Lecture Videos • Review Module 5 Slide Decks • Complete Optional Discussion • **Graded Activity:** Complete in-module assessments.
Module 6	Qualitative Data Collection and Analysis	Durdella, N. (2019): Chapters 5-7, 10	• Complete Assigned Readings • Watch Module 6 Lecture Videos • Review Module 6 Slide Decks • Complete Optional Discussion • **Graded Activity #1:** Complete in-module assessments • **Graded Activity #2:** Turn in your Final Project

EDGEWOOD COLLEGE LEARNING COMMUNITY POLICIES & RESOURCES

Institutional policies and resources are listed below. Students are advised to see Department or School policies that also may be related to their courses.

STUDENT HANDBOOK AND CATALOG

Edgewood College Student Rights & Responsibilities: https://deanofstudents.edgewood.edu

Edgewood College Catalog: https://catalog.edgewood.edu/

TITLE IX

Because each person deserves a learning environment that is free from harassment, Edgewood College policy specifically prohibits all forms of sexual misconduct and relationship violence, including harassment based on gender, gender identity, or gender expression. Harassment, inside or outside the classroom, is not tolerated on our campus.

Many Edgewood College staff members (known as responsible parties") are required to report experiences you might share regarding sexual harassment or misconduct to the college's Title IX Coordinator. Therefore, to report your experience, and to have such reporting remain confidential, you will be best served by opening discussions with confidential support services. To find out who you can approach for confidential and non-confidential support, see this link.

Discussing your experience with confidential support can help you decide whether you wish to submit an official, non-confidential report. For comprehensive Title IX Information, including confidential and non-confidential campus resources and off-campus resources see https://www.edgewood.edu/student-life/title-ix.

NON-DISCRIMINATION & HARASSMENT

College policy specifically prohibits discrimination or harassment based on any characteristic protected under law, including gender identity and expression. The College affirms and protects the rights and opportunities of all persons to a working and learning environment free from discrimination and harassment. If you have been the target of (or have witnessed) an incident of discrimination, you may report this online by going to https://cm.maxient.com/reportingform.php?EdgewoodCollege&layout_id=4.

Upon submission of this form, it will be sent to Edgewood's Bias Assessment Team. Students who need assistance with completing the form or wish to report an incident in person may do so by contacting the Executive Director for Student Equity & Inclusion in Predolin 239.

> Phone: 608-663-4161
> Email: diversity@edgewood.edu
>
> Diversity & Inclusion at Edgewood: http://diversity.edgewood.edu/

ACADEMIC HONESTY POLICY

As members of a scholarly community dedicated to healthy intellectual development, students and faculty at Edgewood College are expected to share the responsibility for maintaining high standards of honesty and integrity in their academic work.

Each student should reflect this sense of responsibility toward the community by submitting work that is a product of his or her own effort in a particular course, unless the instructor has directed otherwise. In order to clarify and emphasize its standards for academic honesty, the College has adopted this policy.

The following are examples of violations of standards for academic honesty and are subject to academic sanctions:

- Cheating on exams, submitting collaborative work as one's own, falsifying records, achievements, field or laboratory data or other coursework.
- Stealing examination or course materials.
- Submitting work previously submitted in another course, unless specifically approved by the present instructor.
- Falsifying documents or signing as an instructor or administrator's name to a document or form.
- Plagiarism.
- Or aiding another student in any of the above actions.

Suspected violations of the Academic Honesty Policy will be reported to the Academic Dean's Office.

PRIVACY OF STUDENT RECORDS – FERPA

The Family Educational Rights and Privacy Act (FERPA) of 1974, also known as the Buckley Amendment, provides that students have the right to see their records (accessibility) and to determine who will see their records (confidentiality). Detailed information on the provisions of the Act and its applications are included in the Student Handbook.

TECHNOLOGY ASSISTANCE CENTER - HELP DESK

Please note: never share your login and password information with anyone else!

If you are experiencing any technical problems or with your course Blackboard site, please contact the **Technology Assistance Center:**

- Phone: 608-663-6900
- Email: Technology-Assistance@edgewood.edu

CENTER FOR STUDENT ACCESS

The Center for Student Success encourages study, reflection and action for all learners. We strive to offer holistic advising and academic coaching that responds to the needs of our diverse community.

- Edgewood students are eligible—and encouraged—to use the Learning Lab, the Writing Center and Academic Course Coaches as a part of their academic success. Course Coaches are students who are interested in helping you succeed. They also have had experience in the class, as well as developed strategies for success through study skills, prioritizing tasks, motivation, and practice. You can choose to visit drop-in hours, attend peer-led reviews, participate in facilitated group learning, and meet 1-on-1, depending on the class.
- Edgewood also uses an Early Alert System, aimed at giving professors a clear way to communicate any academic concerns they see while there is still time to address any factors that might be impacting your success in their class. This process notifies both your advisor and Academic Success that you may need additional support.

For more information about Academic Success or Early Alerts contact success@edgewood.edu

CAREER DEVELOPMENT DEPARTMENT

The Career Development Department works with each student to build an individual plan as a road map to achieve their career goals. It guides students to continuously explore their unique abilities, interests and preferences that influence their academic, personal, and professional decisions.

Career Development resources, appointments and events support students through a developmental process. Students will know how to:
- Assess values, interests, personality and skills to make informed major and career choices.
- Explore relevant career options and build knowledge, skills, and abilities that align with their interests through internships and other opportunities on and off campus.
- Conduct an effective internship, graduate school and job search.
- Build effective personal brand tools and professional network.

As students engage in this developmental process they will progress along a trajectory of sharpened and focused skills.

- https://careers.edgewood.edu/
- Location: DeRicci 209A and 209C

- Email: skronberg@edgewood.edu or imcarthur@edgewood.edu
- Phone: 608.663.3288

For resources, events, appointments, and drop-in hours visit https://edgewood.joinhandshake.com/

ACCESSIBILITY & DISABILITY SERVICES

Every person learns in different ways, and sometimes the ways we learn do not match the ways we are taught. Understanding how you learn is the first step toward making sure that you receive information in a way that makes sense to you.

For more information about the legal rights of people with disabilities, based on the Americans with Disabilities Act (ADA), see What is the ADA?.

If you know or think you may have a learning, physical, emotional, or mental health disability or difference, please contact the Disability and Accessibility Services Center to discuss what kinds of accommodations or support might be helpful to you.

- Office: DeRicci 206 H
- Email: AccessDisabilityServ@edgewood.edu
- Phone: 608-663-2831
- Website: https://www.edgewood.edu/accessibility

The Disability and Accessibility Services Center will keep your information confidential, but will discuss with you the benefits of notifying your instructors, with your permission, of any needs you have for accommodations such as additional testing time, shared note taking, etc.

MILITARY & VETERAN SERVICES

At Edgewood College, we appreciate the sacrifice that military service demands, no matter where your career took you. We are pleased to welcome all veterans and dependents to our campuses and outreach locations. If you have any questions regarding federal educational benefits, degree programs that are available, or about veterans' services that are offered at Edgewood College please feel free to contact the Director of Military & Veterans Services in DeRicci 122.

- Phone: 608-663-4266
- Email: VeteransOffice@edgewood.edu

WELLNESS CENTER

The Wellness Center is located in Dominican 122 and is home to Health Services, Personal Counseling Services, a relaxation room, and the Dominican Hall fitness center. Health Services is staffed by a board-certified nurse practitioner and offers resources for healthy lifestyle, disease prevention, acute illness, and minor injury. Personal Counseling Services is staffed by licensed psychologists and provides individual and group counseling. Urgent care appointments are available any time during business hours for students experiencing a mental health crisis. Students can call or email to schedule.

- Health Services
    - Phone: 608-663-8334
    - HealthServices@edgewood.edu
    - Hours: Mon and Wed 8:00am to 4:30 by appointment
    - www.edgewood.edu/wellness/health

- Personal Counseling Services:
    - Phone: 608-663-4148

- o Email: PCSNotifications@edgewood.edu
- o Personal Counseling Hours: 8:00-4:30 M-F
- o www.edgewood.edu/wellness/counseling

WRITING CENTER

The Writing Center, located in the library on the 1st floor, offers free drop-in service to all students. No appointment is necessary. Writing coaches from various academic disciplines work one-on-one with students at all stages of the writing process, such as brainstorming ideas, drafting, revising, and editing.

Find our hours & other resources at: https://edgewood.sharepoint.com/sites/Learning

Contact: Douglas Wandersee, Coordinator of Academic Success, dwandersee@edgewood.edu

LEARNING LAB

The Learning Lab, located in the library on the 1st floor, offers free drop-in service to all students. No appointment is necessary. Coaches from various subjects work one-on-one, in small groups, and host review sessions.

Find our hours & other resources at: https://edgewood.sharepoint.com/sites/Learning

Contact: Douglas Wandersee, Coordinator of Academic Success, dwandersee@edgewood.edu

EDGEWOOD LIBRARY RESOURCES

The Oscar Rennebohm Library is a great spot for quiet study and group work. We have reservable study rooms, a large computer lab, ample comfortable seating, and lots of access to power and wi-fi. Librarians are available in person and online anytime the library is open. We are eager to help with research and citation questions. For more information, visit https://library.edgewood.edu.

The Reference & E-Svs Librarian for the SoN is Samantha Seagrist and she would be a great contact person to help you with your library searches. She can be reached at sseagrist@edgewood.edu/. Also another helpful link to access nursing resources through the Edgewood College library is http://libguides.edgewood.edu/Nursing