

School / Faculty: Federation Business School

Course Title: QUALITATIVE RESEARCH METHODS

Course ID: BUMGT9122

Credit Points: 15.00

Prerequisite(s): (Honours or Masters degree) (BUGEN9121)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080301

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	✓

Learning Outcomes:

Knowledge:

- K1.** Examine and differentiate the stages involved in conducting a research project
- K2.** Distinguish between the main research philosophies and approaches relevant to qualitative methods in social and business research
- K3.** Identify the assumptions about the way in which ‘truth’ or ‘reality’ can be perceived and analyse how such assumptions will underpin researcher’s choice of research philosophies, research strategies and methods of data collection
- K4.** Compare and evaluate research designs, research strategies and methods of data collection to gather information about social phenomena and various types of business and organisational issues, concerns and problems
- K5.** Critically analyse the strengths, weaknesses and requirements of various qualitative research strategies and methods of data collection
- K6.** Design collection instruments appropriate for the chosen research question and objectives

Skills:

- S1.** Critically evaluate the methodologies used by researchers of peer reviewed journal articles and Honours Masters and Doctoral theses
- S2.** Develop a research question and research objectives and a conceptual framework suitable for qualitative methods

Course Outline (Higher Education)

BUMGT9122 QUALITATIVE RESEARCH METHODS

- S3.** Examine and distinguish appropriate qualitative research strategies and methods of data collection for different types of employment related social, organisational or business issues, concerns or problems
- S4.** Analyse primary qualitative data to interpret results to achieve objectives and answer the research question

Application of knowledge and skills:

- A1.** Demonstrate initiative and intellectual independence to plan and design a research question and objectives and conceptual framework for a DBA research topic that utilises qualitative research methods
- A2.** Develop an appropriate qualitative (or triangulation) methodology for a DBA research project including research philosophy/paradigm, research strategy and methods of data collection
- A3.** Plan a substantial research-based project

Course Content:

In this course each student will work on their own DBA research idea and undertake the planning of a research project addressing a significant workplace or employment related problem or issue. Students will develop a research question and objectives appropriate to qualitative methods and review the literature on their topic and examine qualitative methodologies used. They will then critically analyse the various qualitative methodologies to determine which is appropriate for their own research problem. The student will acquire relevant skills in the use of research techniques and methods of qualitative data analysis.

Topics may include:

- Introduction to qualitative research
- Philosophical decisions in developing a qualitative research strategy
- Reflexivity and the impact of values on research
- Ethical considerations in qualitative research
- Selecting a sample for qualitative research
- Qualitative research strategies including:
 - Case study
 - Action research
- The main qualitative methods of data collection including:
 - Interviews
 - Focus groups
 - Observation

Course Outline (Higher Education)

BUMGT9122 QUALITATIVE RESEARCH METHODS

- Alternative qualitative methods of data collection including:
 - Diaries
 - Q sorts
- Primary data from secondary sources including:
 - Texts
 - Policy documents
 - Media
- Qualitative data analysis and interpretation of findings
 - Analysing transcripts and text
 - Use of computer software i.e. Nvivo
- Writing reports

Values and Graduate Attributes:

Values:

- V1.** Appreciate the impact of values and beliefs on the choice and appropriateness of research methodologies
- V2.** Value the role of qualitative research in social and business research
- V3.** Appreciate the need for ethical approaches to research

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, S1, S2 A1, A2	Develop research question and objectives appropriate for DBA qualitative research	Presentation	10-20%
K1, K2, K3, K4, K5 S1, S2 A1, A2	Develop a research philosophy/paradigm appropriate to the DBA research question and objectives	Written report/essay	20-30%
K1, K2, K4, K5, K6 S1, S2, S3, S4 A1, A2, A3	Design, develop and analyse qualitative research strategies and methods of data collection appropriate to the DBA research question and objectives. Design the data collection instruments	Written report, essay or case study	50-70%

Adopted Reference Style:

APA