



Qualitative Research

Instructor: Dr Ivan Dodovski
Course number: DOCT 7003
Type of course: general elective course
Semester: Spring 2017
Level of course: 7
Credits: 10 ECTS
Learning hours: 250
Prerequisite: none

Schedule hours: tbc
Room: tbc
Meeting hours: Tue 12:00-13:00 or by appointment
Room: #1 on the 4th floor
Instructor's contact details: dodovski@uacs.edu.mk Mob. 078455165

Course description

This course introduces the students to the basics of carrying out qualitative research. The course first discusses a few theoretical paradigms and the ethical aspects of qualitative research. Then, the main focus is put on understanding, designing and conducting a qualitative research study. The course explores the use of several techniques (case study, interview, focus group, observation and mediated data) and considers different approaches to qualitative data analysis.

Required texts

Flick, U. (2009). *An Introduction to Qualitative Research*. Sage Publications.
Leavy, P. (Ed.) (2014). *The Oxford Handbook of Qualitative Research*. Oxford University Press.
Merriam, S. B. (2009). *Qualitative Research: A Guide to Design and Implementation*. San Francisco: Jossey-Bass.
Silverman, D. & Marvasti, A. (2008). *Doing Qualitative Research: A Comprehensive Guide*. Sage Publications.

Additional literature may be suggested by the instructor.

Supplementary reading

Bell, J. (1993). *Doing Your Research Project: A Guide for First Time Researchers in Education and Social Science*. Buckingham: Open University Press.
Blaxter, L. et al. (2001). *How to Research*. 2nd Edition. Buckingham: Open University Press.
Fink, A. (1998). *Conducting Research Literature Reviews: From Paper to the Internet*. London: Sage.
Lester, J. D. and Lester, J. D. Jr. (2010). *The Essential Guide: Research Writing Across the Disciplines*. 4th Ed. New York: Pearson Education.
Neuman, L. W. (2009). *Social Research Methods: Qualitative and Quantitative Approaches*. 7th Edition. New York: Pearson.
Ramage, J. D. et al. (2009). *The Allyn & Bacon Guide to Writing: Concise Edition*. 5th Ed. New York: Pearson Education.
Robson, C. (1993). *Real World Research: A Resource for Social Scientists and Practitioner-Researchers*. Oxford: Blackwell.
Saunders, M. et al. (2009). *Research Methods for Business Students*. 5th edition. Essex: Prentice Hall.

Learning outcomes

By the end of this course, students should be able to:

- Understand the standards, steps, and methods of qualitative research
- Implement different qualitative techniques, such as case studies, interviews, focus groups, observation and mediated data
- Use various tools for qualitative data collection and analysis.

Course delivery

The course will be delivered through a combination of lectures, including guest lectures by professionals and experts, practice activities, pair and group work activities, case studies, class discussions, individual or group presentations, supervised and independent research. Students are expected to be independent learners, participate actively in the learning process, and show a reasonable level of interest and enthusiasm about the course. Consequently, **students are expected to read the assigned texts prior to class discussion.** All assignments including homework should be completed by agreed deadlines and failing to meet the deadline will result in a grade F (Failure) for those particular assignments.

Examination structure and assessment

There will be no exam in the standard sense. Students' performance will be assessed in accordance to the subject learning outcomes through class participation activities, homework and a twofold project, which consists of portfolio and class presentation. The project will be assessed according to specific criteria described in the task description. Students are encouraged to use the EBSCO database when preparing their homework and class project.

The weighting of the assessment components will be:

The grading scale used to determine course grades will be:

Grading criteria

Grading points	%	Quality
A	96-100	4.00
A-	90-95	3.67
B+	87-89	3.33
B	83-86	3.00
B-	80-82	2.67
C+	77-79	2.33
C	73-76	2.00
C-	70-72	1.67
D+	67-69	1.33
D	63-66	1.00
D-	60-62	0.67
F	0-59	0.00

Activity	%
Attendance	10%
Class participation & homework	20%
Project: in class presentation	30%
Project: portfolio	40%

Notional learning time required:

Learning	Hours
Class lectures	22
Exam time	3
Assignment/project completion	100
Study time including exam & reading preparation	125
Total learning hours	250

Course outline

Lecture/day	Topics	Book, Chapter, page:
1.	What is Qualitative Research? The Design of Qualitative Research.	Merriam, part I Flick, part 2 & 3
2.	Collecting Qualitative Data: Interviews & Focus Groups	Merriam, part II Flick, part 4
3.	Collecting Qualitative Data: Case studies	Merriam, part II Leavy, chapter 22 Silverman, chapter 9
4.	Collecting Qualitative Data: Observation and Mediated Data	Merriam, part II Flick, part 5
5.	Analyzing and Reporting Qualitative Data: Validity, Reliability, Ethics	Merriam, part II Flick, part 7 Silverman, part III
6.	In class student presentations	

Common Professional Components (CPC)

1) Functional Areas:	
Marketing	
Business Finance	
Accounting	
Management (Organizational Behaviour – Human Resources Management + Operations Management)	4
2) The Business Environment	
Legal Environment of Business	1
Economics	2
Business Ethics	2
Global Dimension of Business	1
3) Technical Skills	
MIS/IT Computing	4
Statistics/Quantitative Techniques	
4) Integrative Areas	
Business Politics/Strategies	1
Internship/Practical (Comprehensive or Integrating Experience.....)	5
TOTAL HOURS	20

Class attendance and participation

- Attend every class and arrive on time. Attendance is compulsory. UACS has additional attendance policies regarding eligibility for exams in the Student Handbook.
- Students are responsible for everything that is announced, presented, or discussed in class.
- Students must actively participate by contributing to classroom discussions and asking questions.
- Students must read the assigned texts before coming to class.
- Students must bring the appropriate materials (textbooks, paper, pens, etc) to every class.
- Announcements and materials for each class will be regularly posted on the Share Point portal and students are obliged to consider them before coming to class.

Classroom behavior

The classroom will be an academic and respectful environment. Disrespectful remarks or other inappropriate behavior will result in a daily mark of 'F' and/or removal from the classroom. The UACS policy concerning inappropriate behavior is in the Student Handbook. **The use of mobile phones is not allowed while class is in session.** The language of instruction is English, and all conversation and correspondence must be in English.

Academic honesty

Students must do their own work. Cheating or copying of any kind will not be tolerated on exams, papers, homework, or any other assignments.

Plagiarism

UACS does not tolerate plagiarism, which is the copying of another person's work without giving the author credit. Plagiarism of any kind will result in a grade of 'F' for the course. The UACS policy on plagiarism is in the Student Handbook.

Late work

Having work completed on schedule is an important part of being responsible. Assignments are due at the beginning of class on the due date. **Late work will not be accepted for any reason.** Failure to submit the project or deliver the class presentation in due time will result in a mark of '0' (F).

Approved by: Marjan Petreski, November 2016