

Qualitative Research in the Management Science (D012963)

Course size (nominal values; actual values may depend on programme)
Credits 4.0 Study time 120 h Contact hrs 30.0 h

Course offerings in academic year 2018-2019

A (semester 2) Dutch

Lecturers in academic year 2018-2019

De Regge, Melissa EB23 lecturer-in-charge
Verleye, Katrien EB23 co-lecturer

Offered in the following programmes in 2018-2019

	crdts	offering
Linking Course Master of Science in Health Care Management and Policy	4	A
Preparatory Course Master of Science in Health Care Management and Policy	4	A

Teaching languages

Dutch

Keywords

Methodology, business research, qualitative research, case study research, survey research, NVivo

Position of the course

Management scientists must be able to perform sound empirical research. Empirical research is research based on observable data in reality / practice. The aim of this course is to give students the opportunity to gather general and specific scientific knowledge about and being able to support in designing, implementing, analysing, reporting and presenting their own research and in assessing research of others. The emphasis here is on business and management research. This course prepares students specifically for the Master's Dissertation. The specific goals are:

- Acquiring insight in the management sciences;
- Developing a research proposal and selecting a research strategy in the management sciences with specific focus on survey research, qualitative research and case study research;
- Preparing for the Master's Dissertation.

Contents

Part 1: Introduction into the management sciences and research methodologies
Part 2: Qualitative research in the management sciences
Part 3: Case study research
Part 4: Survey research
Part 5: The use of Nvivo

Initial competences

You can download the list of prerequisites on <https://oasis.ugent.be/oasis-web/curriculum/voorkennisvancursus?cursuscode=D012963&taal=en>. The course of "Methodology: quantitative research for healthcare", "statistics for healthcare: theory" and "statistics for healthcare: data-analyse" must be simultaneously followed.

Final competences

- 1 To have insight in the nature of management and policy sciences in terms of theory development, scientific practice and decision making.
- 2 To acquire knowledge of the different steps in management and business research, more specific on qualitative research, survey research and case study research.

- 3 To identify and critically evaluate the value of international research in the management and policy sciences.
- 4 To have knowledge of and criticize the different research methods and techniques.
- 5 To prepare, conduct, evaluate, code and analyse empirical research with the appropriate software in function of a management or policy topic.
- 6 To write a report on the application of research methods.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, group work, lecture, seminar: practical PC room classes

Extra information on the teaching methods

The group assignment is related to one part of the courses. The PC-exercises are related to the training of Nvivo and the individual task. The self study is related to different international publications (including publications of teachers in international peer-reviewed journals).

Learning materials and price

Slides (available via Minerva)
Articles (available via Minerva) (+/- 15 EUR)

References

Yin, R.K., *Case Study Research: Design and Methods*, Sage Publications, 2014, ISBN 978-1-4522-4256-9
Course book: Creswell John W., *Qualitative inquiry and research design: choosing among five approaches*, Fourth edition. Sage Publications, 2018. (+/- 70 EUR)

Course content-related study coaching

Interactive session and personal feedback.

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination

Examination methods in case of periodic evaluation during the second examination period

Written examination

Examination methods in case of permanent evaluation

Assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

The written exam is a combination of multiple choice and open questions.
Non-periodic evaluation is based on the group and individual assignment in the first and second exam term. In both cases a report must be handed in and peer evaluation will be organised.

Calculation of the examination mark

Written exam: 60% of the total points
NPE: group assignment: 30% of the total points; individual task 10% of the total points
The student must participate in the written exam, the individual task and the group assignment.
Students must pass the group assignment, the individual assignment and the written exam to be passed in totally.

Facilities for Working Students

The work students must be able to execute the assignments.