

Qualitative Research in the Management Science (D012963)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	Dutch	Gent	lecture: plenary exercises	3.75 h
			lecture	17.5 h
			guided self-study	3.75 h
			online seminar	5.0 h

Lecturers in academic year 2020-2021

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

Offered in the following programmes in 2020-2021

	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. 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.

Internationalization takes shape in this course through the frequent use and integration of English-language learning materials and international scientific articles.

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.

The students obtain basic skills in English.

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, lecture, online discussion group, lecture: plenary exercises, online lecture, online seminar

Extra information on the teaching methods

Because of Covid19, it may be possible to deviate from the forms of education and evaluation. Such deviations will be communicated through Ufora.

The group assignment is related to one part of the courses (survey). The online tutorial is 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), which are discussed in a final group session..

Learning materials and price

Slides (available via Ufora)

Articles (available via Ufora) and course material (available via Ufora)

References

Creswell John W., Qualitative inquiry and research design: choosing among five approaches. Sage Publications, 2018

Yin RK, Case study Research and applications: design and methods, Sage Publications, 2018

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 exam consists of a written report of an individual assignment.

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 assignment: 70% of the total points
NPE group assignment: 25% of the total points
NPE individual task: 5% 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 totality.

If the student has less than 10/20 for the PE or for the NPE, students cannot pass. If the final score is a number of 10 or more out of 20, this is reduced to the highest non-deliberable figure.

Concerns group work: If there is clearly a different input from the different group members, the final score may differ per student belonging to a single group.

The deadlines for the papers must be respected. If not, this can lead to a lower quotation.

2nd exam period

The group work is replaced in the 2nd examination period by an individual assignment.

The division PE and NPE remains the same. 30% for individual work; 70% for the written assignment. Here too, the rule applies that the student must have passed all components separately in order to pass the entire course.

Facilities for Working Students

The work students must be able to execute the assignments and are recommended to participate in the different interactive sessions.