

Qualitative research methods in business studies (22073-V)

1. General information about the course

Level

Advanced

Completed bachelor thesis in your major.

Language

English

Number of study points

5

Time

Teaching period 3

Contact details of the instructor

Eva-Lena Lundgren-Henriksson

E-mail: eva-lena.lundgren-henriksson@hanken.fi

Room: 246

Course description

The course consists of lectures and practical method exercises. The lectures cover qualitative research methodology and the quality criteria of scientific research. Methods for collecting and analyzing qualitative data material are covered as well as guidelines for how a master's thesis can be structured.

Learning goals

You have insights into qualitative research methods and knowledge of how to conduct a qualitative scientific study, as well as an understanding of what characterizes good and ethical scientific research.

Learning objectives

After the course the students are able to:

- describe central concepts and the basics of qualitative research methodology
- explain the course of action in the construction of a scientific research project
- apply qualitative research methods
- analyze and evaluate research results based on qualitative research
- summarize, present and defend presented results in a scientific way
- assess the social and international consequences of research

Working load

134 hours divided into

Scheduled (contact) hours: 18 hours

Non-scheduled work: 116 hours

Teaching methods

- Lectures
- Master thesis analysis
- Practical method exercises

Literature and teaching materials

Patton, M (2015); *Qualitative research & evaluation methods: integrating theory and practice*. 4th edition. Thousand Oaks, CA: Sage Publication Inc.

Articles, maximum 200 pages.

Examination and assessment

0-5 grade

Assignments and participation (80 %)

Master thesis analysis (20 %)

In order to pass the course, half of the percentage in each separate part must be obtained.

Completed parts of the study performance are only valid during the current academic year.

Other information

Please note that students who have previously completed the course Kvalitativa forskningsmetoder 22074-V (in Swedish, 5 sp) *cannot* take this course.

All course sessions take place **in class**. All course communication including additional information on lectures as well as submission of assignments take place via Moodle.

2. Schedule and contents of the course

Date	Time	Place	Teacher	Subject
Thursday 25.1.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Course introduction and practical arrangements
Thursday 1.2.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Lecture: Research design and qualitative methods (Part I)
Thursday 8.2.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Lecture: Collecting qualitative data and research ethics (Part II)
Monday 12.2.2024	14.15 – 15.45	236	Eva-Lena Lundgren- Henriksson	Lecture: Collecting qualitative data and doing interviews in practice (Part II) <i>Live interview</i>
Thursday 15.2.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Methods exercise: Doing interviews (Part II) Attendance points: 2
Thursday 22.2.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Discussion of group assignment 1 + Analyzing qualitative data (Part III) Attendance points: 2
Thursday 29.2.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Methods exercise: Analyzing text and visuals (Part III) Attendance points: 2
Monday 4.3.2024	14.15 – 15.45	236	Sören Kock	Master thesis analysis Attendance points: 2

Thursday 7.3.2024	10.15 – 11.45	307	Eva-Lena Lundgren- Henriksson	Discussion of group assignment 2 + Critical assessment of qualitative research (Part III) Summary of the course and possibility for questions Attendance points: 2
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Please note that **attendance points** for participation in lectures or exercises **are given**, in total **10 %**. It is *strongly encouraged to participate* as it facilitates your own and collective learning and most importantly your work with the assignments.

In this course, there is no written exam. The students work with assignments that consists of two group assignments and a master thesis analysis (individual assignment).

In order to pass the course, **half of the points in each separate part needs to be obtained: 35 %** in the group assignment, **10 %** in the master thesis analysis, and **5 %** attendance.

(1) Group assignment (70 %)

In order to facilitate the students' learning, the students work in groups with assignments. Please see the document 'Group assignment' in Moodle (max. 70 points) where further information is given. The group consists of 3-4 students, depending on the total number of students in the course. Please note that if you want to do the group assignment in pairs or individually this is ok, but all groups are assessed equally.

Please make sure that one of the group members notifies the course instructor via e-mail (eva-lena.lundgren-henriksson@hanken.fi) latest **by Monday 29.1 at 16:00** who are included in your group.

Please note that all group members receive the same points.

The group assignments are graded based on:

- how well you meet the learning objectives of the course;
- how well you integrate the course literature in your answers;
- your ability to exemplify methodological concepts and strategies;
- your ability to communicate scientifically in writing.

Please hand in group assignment 1 and 2 via Moodle (**max. 10 pages** of text/assignment submission, including the reference list).

The language and layout should be of good quality in the documents you submit. The text should include references that are also included at the end of the document in a reference list. Please check the instructions for how to reference in the reference guide on Hanken's website. Please also check the Grading matrix on Moodle.

IMPORTANT: Please make sure when you submit that the names of all group members are written in the document.

Deadline: Wednesday 21.2 at 23.59 (assignment 1) and **Wednesday 6.3 at 23.59** (assignment 2). Please submit via Moodle (one of the group members submits).

Please note that the groups **should be ready to present in class** when the group assignments are discussed, i.e., Thursday 22.2 and 7.3. Prepare a short power point presentation, max. 3 slides.

(2) Master thesis analysis (20 %)

A master thesis analysis (max. 20 p) is also part of the course. The master thesis analysis is an individual assignment. Choose **one master thesis** of your own choice. Master theses are found in DHanken.

The master thesis could be in marketing or in management and organization. The only requirement is that it is a master thesis that applies a qualitative research method.

Assignment:

- (1) Read the master thesis you have chosen.
- (2) Write a report (**max. 5 pages**) where you provide your personal assessment of this work. You are acting as a written opponent where you will come up with constructive criticism regarding the **master thesis' strengths as well as areas that could be improved**.
- (3) When writing your evaluation, use the document "AoL assessment matrix" that is used to evaluate master thesis at Hanken (can be found in Moodle). In your report, make sure that you provide **a suggestion for an overall grade for the thesis** based on your assessment.

The master thesis analysis is evaluated based on:

- The arguments that the constructive feedback is based on;
- the parts of the master thesis covered in the report and alignment with the AoL assessment Matrix;
- your ability to communicate scientifically in writing.

Please also check the Grading matrix on Moodle.

Note any questions that arise when you read the master thesis you have chosen. During the lecture you can pose and discuss your questions.

Deadline for submitting the report: **Friday 1.3 at 23:59**. Please hand in your report via Moodle.

Information concerning the assignments

If the assignments are delayed, 20 % of the obtained points will be reduced for every 24 hours the assignments are delayed.

Please note that it is not possible to ameliorate or compensate an already submitted passed assignment.

All documents handed in through Moodle go through a plagiarism control.

Please consult the Hanken Library for guidelines of written assignments. At the library website, you will also find the Hanken guidelines when it comes to suspected plagiarism.

Use of AI in the course assignments

The course follows Hanken's guidelines for the use of artificial intelligence in education. If you use AI-based tools during the writing process or in your work, this must be described in detail in the progress report, group assignments, or the final assignment. You are not allowed to copy answers created by AI. Remember to document your steps in the writing process so that you can demonstrate the progress of your work if incorrect use of AI-based tools is suspected. Read more on Hanken's instruction page: <https://www.hanken.fi/en/students/learning-lab/artificial-intelligence-...>

Failure to comply with these guidelines constitutes cheating and will be handled according to Hanken's action plan for Academic Dishonesty.