

Programme : Master of Commerce [M.Com]
 Course Code : COM-602
 Course Title : Qualitative Research
 Number of Credits : 4
 Effective from AY : 2022 – 2023

Pre-requisites for the Course:

NIL

Objectives of the Course:

1. Identify the role and importance of various research approaches (quantitative, qualitative, and mixed).
2. To understand the process of carrying out qualitative research and identify relevant areas, develop research questions and related interview questions.
3. To enable and acquire the ability to active listening skills in interviews and focus group discussions on engaging in data collection, by expressing interest in collecting the information, so participants get encouraged to provide relevant and in-depth information promptly.
4. To engage in preliminary interviews in classrooms, improvise the skill by listening, reviewing, and understanding the recorded interviews, and conducting mock interviews and role-plays to have more clarity before going for the final interview.
5. To conduct various ways of analyzing the qualitative data collected to provide appropriate and relevant interpretations.
6. To prepare and submit a qualitative research report.

Course Content

Unit 1 Introduction to Research Approaches 10 Hours

Evolution of Research (Ancient to Classical to Modern) – Research Approaches – Quantitative (variables, experimental and non-experimental) – Qualitative (art and science of knowing Ontology, Epistemology, Phenomenology, Ethnography, Narrative Inquiry, Case Study Research, Grounded Theory, Historical Research) – Mixed Methods Research – Examples of when a quantitative, qualitative and mixed research approaches are used (*Discussion of relevant research papers*).

Unit 2 Introduction to Qualitative Research 10 Hours

Significance of Qualitative Research – Multifaceted role of Qualitative Research – Competencies in doing Qualitative Research – Managing Field-based Research – Ethics and maintaining Ethical Standards of Conduct in Qualitative Research – How to ensure Ethical Standards – Role and importance of Literature Review (Research Purpose Statements, Research Hypothesis, and Research Questions) (*preparing and submitting a research proposal – conducting a literature review and finding research gap, identification of a peer-reviewed journal that accepts submission of qualitative research works*).

Unit 3 Qualitative Research Design 10 Hours

Developing qualitative research design – the role of identifying relevant research problems – role and importance of appropriate research questions, in-depth interview, and identifying good interview questions – Active listening as a key qualitative research skill – Applying active listening skills in interviews and focus group discussions – Reviewing Research Literature (revisited) – Qualitative research sampling. (*preparing research questions, good and effective interview questions, and conducting a preliminary survey*)

Unit 4 Qualitative Data Collection, Analysis, and Interpretation 30 Hours

Types of Data and How to Collect them – Digital and Internet Data – Triangulation and Mixed methods – Qualitative data collection and data analysis skills – Doing fieldwork –

Role of gaining, maintaining access, and nurturing field relationships – Interaction and carrying out participant-observation – Making field visits for data collection (Interviewing – Observing – Collecting and examining – Feelings).

Data Analytic Strategies – Types of Data and Their Analysis – Recording data – What to record – Note-taking – Converting field notes into fuller notes – Recording data through Audio/Video mediums – Personal Journals – Importance of Online Data.

Using and Assessing Qualitative Data Analysis – Analysing and Interpretation of Qualitative Data – Qualitative Data Analytic Phases – Online Data Analysis (Compiling, Disassembling, Reassembling (*Array*ing), Interpreting, and Concluding).

Presenting Qualitative Research results – Narrative, Tabular, Graphic, and Pictorial – Creating Slides for Oral Presentations – Composing Qualitative Research for the Benefit of Stakeholders – Challenges of doing Qualitative Research.

(*qualitative data collection, identifying techniques used for analysis, carry out data analysis, interpretation of results, and preparing research report*)

Pedagogy:

Lectures, Case Studies, and Self-study (based on reading research papers in qualitative research and watching educational videos on carrying out qualitative research).

Reference / Readings:

1. Jennifer Mason, *Qualitative Research*, Sage. 3rd Edition, 2017.
2. John W. Creswell, *Research Design: Qualitative, Quantitative and Mixed methods Approaches*, Sage. 5th Edition, 2018.
3. Matthew B. Miles, A. Micheal Huberman, and Johnny Saldana, *Qualitative Data Analysis: A Methods Sourcebook*, Sage. 4th Edition, 2019.
4. Norman K. Denzin and Yvonna S. Lincoln, *The Sage Handbook of Qualitative Research*, Sage. 5th Edition, 2017.
5. Patricia Leavy, *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*, The Guilford Press. 1st Edition, 2017.
6. R. Burke Johnson and Larry Christensen, *Educational Research: Quantitative, Qualitative, and Mixed Approaches*, Sage. 5th Edition, 2018.
7. Robert K. Yin, *Qualitative Research from Start to Finish*, The Guilford Press. 2nd Edition, 2017.
8. Scott W. Vanderstoep and Dierdre D. Johnston, *Research Methods for Everyday Life*, John Wiley & Sons. (2017)
9. Sharan B. Merriam and Elizabeth J. Tisdell, *Qualitative Research: A Guide to Design and Implementation*, Wiley. 4th Edition, 2018.
10. Stephen D. Lapan, *Qualitative Research: An Introduction to Methods and Design*, Wiley. (2018)
11. Steven J. Taylor, Robert Bogdan, and Marjorie L. DeVault, *Introduction to Qualitative Research Methods: A Guidebook and Resource*, Wiley. 4th Edition, 2018.
12. Uwe Flick, *The SAGE Handbook of Qualitative Data Collection*, Sage 1st Edition, 2017.
13. Uwe Flick (Editor), *The SAGE Handbook of Qualitative Data Analysis*, Sage. 1st Edition, 2016.

Online Resources:

1. <https://course.ccs.neu.edu/is4800sp12/resources/qualmethods.pdf>
2. <https://www.alnap.org/system/files/content/resource/files/main/qualitative-research-methodology.pdf>