

# **BWL-MA-METH11(D)**

## **Qualitative Methods for Business and Management**

### **Overview**

The unit will introduce and discuss qualitative research design procedures. It will introduce different qualitative methods such as case studies, interviews, grounded theory, focus groups, and ethnographies and discuss relevant qualitative research techniques such as document analysis, participant observation, or interviewing, plus modes and means of qualitative data analysis and qualitative research publication and evaluation. In the tutorials, students will be given an opportunity to develop practical skills in designing and carrying out qualitative research projects and to pursue topics of their own choosing in exercise activities. Examples of qualitative research from a range of business, management, and social sciences disciplines including marketing, sociology, strategy, entrepreneurship, information systems and others, will be provided throughout the course in order to demonstrate unit content from a variety of perspectives. The unit will also cover the history, current status, and future advances of qualitative field research.

### **Learning outcomes**

#### **Students learn to...**

- ...Apply discipline and technical knowledge and skills to analyse and evaluate qualitative data.
- ...Frame empirically grounded research questions and design qualitative research studies appropriate to address these research questions.
- ...Select appropriate qualitative methods of data collection and analysis.
- ...Demonstrate written communication skills to structure, explain and defend thinking and reasoning in qualitative research.
- ...Demonstrate oral communication skills to structure, explain and defend thinking and reasoning in qualitative research.

### **Contents**

The following list of topic exemplifies the contents covered:

- Qualitative research designs and processes
- Qualitative research philosophies
- Qualitative methods, in particular case studies, interviewing, focus groups, grounded theory, and ethnography
- Qualitative data analysis including manual and computational methods
- Qualitative research writing and reviewing

## Schedule

The course will consist of biweekly lectures of 3h length followed by biweekly practical tutorials of 1.5h length.

Week	Topic	Lecture	Tutorial
1			
2	Introduction to Qualitative Research	3h – WiWi A	
3			
4	Philosophy of Qualitative Research	3h – WiWi A	1.5h – WiWi 2079 / VMP 11 R 4
5			1.5h WiWi 2079 / VMP 11 R 4
6	Case Study	3h – WiWi A	
7			1.5h - WiWi 2079 / VMP 11 R 4
8	Interviews and Focus Groups	3h – WiWi A	
9			1.5h - WiWi 2079 / VMP 11 R 4
10	Grounded Theory & Ethnography	3h – WiWi A	
11			1.5h - WiWi 2079 / VMP 11 R 4
12	Qualitative Data Analysis	3h – WiWi A	
13			1.5h - WiWi 2079 / VMP 11 R 4
14	Reporting Qualitative Research	3h – WiWi A	
15	Mock Exam		1.5h - WiWi 2079 / VMP 11 R 4

## Required Readings

Relevant papers and other reading materials will be made available in advance through OpenOlat.

The course draws on several textbooks that will be discussed. Amongst others, the following materials will be used:

- Myers, M. D. 2009. Qualitative Research in Business and Management. Thousand Oaks, California: Sage.
- Denzin, N. K., and Lincoln, Y. S. (eds.). 2005. Handbook of Qualitative Research. Thousand Oaks, California: Sage.
- Yin, R. K. 2009. Case Study Research: Design and Methods, (4th ed.). Thousand Oaks, California: Sage Publications.
- Urquhart, C. 2013. Grounded Theory for Qualitative Research: A Practical Guide. Thousand Oaks, California: Sage.

## Assessment

**Written Individual Exam (100%) of 60 minutes length.** The exam will be completed as an electronic exam. More details will be provided once available.

## Brief Bio

Jan Recker joined the Universität Hamburg in 2021 as Nucleus Professor and holder of the chair for Information Systems and Digital Innovation, funded through the Excellence Strategy of the Federal and State Governments. He is also Adjunct Professor at the University of Agder (Kristiansand, Norway) and Adjunct Professor at the QUT Business School (Brisbane, Australia) since 2018. Previously, he was Professor for Information Systems and Systems Development at the University of Cologne from 2018-2021, Full Professor for Digital Innovation at the School of Management at the QUT Business School in Brisbane, Australia, from 2016-2017, and inaugural holder of the Woolworths Chair of Retail Innovation and Full Professor of Information Systems in the School for Information Systems at QUT in 2012. Since 2012, he is an Honorary Guest Professor at the International School of Software at Wuhan University, China. Jan Recker holds bachelor's and master's degrees in information systems from the University of Münster and a PhD in Information Systems from the Queensland University of Technology.

In his research, Jan Recker explores how organizations deal with digital innovation, digital transformation, and digital entrepreneurship. As a field researcher, he has cooperated with particularly large organizations (e.g., Woolworths, SAP, Hilti, Commonwealth Bank, Federal Police, Lufthansa, Ubisoft, federal and state governments) and with particularly small organizations, such as different start-ups. Jan Recker employs quantitative, qualitative, and mixed field methods in his research and is also competent in design research.

Jan Recker's research has appeared in leading journals in information systems, management science, organization science, computer science, and social science. He has also written popular textbooks on scientific research and data analysis, which are in use in over 500 institutions in over 60 countries. He ranks as one of the most published information systems academics of all time. In 2019, he was named #1 Business Researcher under 40 years of age by the German publication Wirtschaftswoche. Jan Recker is one of the Universität Hamburg's most cited scholars.

## Contact details

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