

Course Title: **Qualitative Research Methods: Theory and Practice**

Course Code: **MGMT803**

Descriptor Start Date: **01/01/2021**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **MGMT801**

RESTRICTION/S: **479006 Research Methods in Business**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

An exploration of commonly used qualitative data collection and analysis for postgraduate students. Research questions are developed, and data collection, analysis and reporting of qualitative data practiced. Ethical dilemmas facing the qualitative researcher are discussed. The choice of appropriate qualitative methods for a particular research question is justified.

LEARNING OUTCOMES

1. Justify the use of qualitative data collection and analysis methods in relation to a research question.
2. Critically reflect on the practical skills and knowledge needed to design and implement qualitative data collection and analysis at postgraduate level.
3. Analyse the importance, and use, of qualitative research from different research perspectives.

CONTENT

Qualitative data collection and analysis, including practical experience of at least 2 data collection and analysis methods;
Explore 2 to 3 different methodologies, how and when they may be used;
Ethical dilemmas facing qualitative researchers;
Concepts such as research quality and validity and how these relate to robust and sound qualitative research;
Writing up qualitative research.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Written assessment (individual)	45.00	-
Written assessment (individual)	55.00	-

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK1060, Master of Business

Related Programme/s: AK1282 MITM, AK3705 MIHM, AK1283 PgDipITM, AK3747 PgDipIHM, AK3712 BBus(Hons), AK3741 PgDipBus, AK3742 PgCertBus

Disclaimer: Course descriptors may be amended between teaching periods/semesters