

Approved in 52nd BoA Meeting(02.11.2023)

Proposal for New Course		
Course Number	:	MB525
Course Name	:	Qualitative Research
Credits	:	2-0-0-2 (L-P-C) ¹
Prerequisites	:	None
Intended for	:	MBA
Distribution	:	Compulsory
Semester	:	Q2

Preamble

This course introduces the process of qualitative research to the students. These methods are generally applied in conjunction with quantitative techniques. The course helps in designing, developing; planning and carrying out research work both as part of the inquiry process. The course helps the participant to systematically collect data, analyse, interpret and write the results. The course also sensitises students towards research ethics.

Objective

- The course has the following three objectives;
- develop appreciation towards qualitative methods
 - equip with tools and techniques of qualitative data collection, analysis and writing.
 - enable the students apply these skills for the research endeavours

¹ L= Lectures per week, T=Tutorials per week – P = Practical/Lab session per week – C = Credits for course

Course Modules with Quantitative lecture hours		
Module 1	Introduction to Qualitative Research	(8 hours)
Types of research, qualitative, quantitative and mixed methods, Nature, foundations and scope of Qualitative Research, significance of qualitative research, qualitative research process, ethical consideration in qualitative research		
Module 2	Case Study Method	(6 hours)
Case study method – concepts, formation and measurement, Causation and models of causal inference, within case analysis method and practice, comparative case studies, data collection, interpretation and writing		
Module 3	Grounded Theory	(6 hours)
Emergence of Grounded Theory, design aspects, coding process, Memo writing and developing patterns and categories, theory integration, writing report		
Module 4	Other Methods	(4 hours)
Focus Group Discussions, Content Analysis, Ethnography studies		

Textbooks:	
1.	Uwe Flick – An Introduction to Qualitative Research
2.	Cheryl Poth and John Creswell – Qualitative Inquiry and Research Design
Reference Book:	
1.	Joseph Maxwell - Qualitative Research Design: An Interactive Approach
2.	Denzin, Norman K. and Lincoln, Yvonna S. Eds. (2011): The Sage Handbook of Qualitative Research, Sage Publications, Los Angeles,