

**SYLLABUS**

**QUALITATIVE RESEARCH: METHODS AND SKILLS - 55828**

Last update 04-11-2013

**HU Credits:** 4

**Degree/Cycle:** 2nd degree (Master)

**Responsible Department:** School of Business

**Academic year:** 2

**Semester:** Yearly

**Teaching Languages:** Hebrew

**Campus:** Mt. Scopus

**Course/Module Coordinator:** Prof. Tammar Zilber

**Coordinator Email:** Tammar.Zilber@mail.huji.ac.il

**Coordinator Office Hours:** Sunday 18:15-19:00

**Teaching Staff:**

Prof Tammar Zilber
Course/Module description:
In this course we will discuss and experience the use of qualitative research methods in organizational research. We will learn how to use different tools of data collection (participant observations, interviews and archival texts like organizational protocols and publications) and interpretation (content, form and context analysis). While using these research methods we will develop skills for identifying, analyzing and interpreting organizational dynamics. The course is relevant to Business School students, including those who aspire to work as organizational consultants or managers, as we will articulate not only the use of these research methods but also sharpen students’ ability to identify and understand complicated on-going organizational processes. The course is also relevant to students who intend to write a research seminar paper, MBA thesis or Ph.D. thesis based on a variety of qualitative methods.

Course/Module aims:
To learn about qualitative research methods and their use in the study of organizations

Learning outcomes - On successful completion of this module, students should be able to:
- Identify the major paradigmatic approaches to scientific research.
- Compare and evaluate positivistic versus constructivist approaches
- Understand the philosophy behind qualitative research methods, their history and ontological, epistemological and methodological foundations.
- Understand the steps and dynamics involved in doing a qualitative research project
- Select and to minimally elaborate a research project idea
- Collect data through interviews, observations or archival texts
- Analyze the data through content, form and/or context analysis.
- Offer an interpretative argument based on the empirical data and its analysis.
- Reflect upon the research process, using reflexivity in the service of the research.

Attendance requirements(%):
75%

Teaching arrangement and method of instruction: Lectures, class discussions, assignments and reading reports

Course/Module Content:
Philosophical foundations of qualitative research methods
Research question: Processes of social construction on the individual, group, organizational and inter-organizational levels
Data collection: Interviews
Data collection: Observations
Data collection: Archival texts
Developing a research question and preparation to data collection
Analyzing qualitative data: moving between the empirical data and theory (grounded theory)
Content analysis
Form analysis (Narrative)
Context analysis
Evaluating qualitative research
Writing qualitative research

Required Reading:

Additional Reading Material:

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0%
Participation in Tutorials 0%
Project work 40%
Assignments 40%
Reports 20%
Research project 0%
Quizzes 0%
Other 0%

Additional information:
Please refer to the detailed syllabus on the course website for more details re the course and its requirements