



The Hebrew University of Jerusalem

Syllabus

QUALITATIVE RESEARCH: METHODS AND SKILLS - 55828

Last update 30-07-2017

HU Credits: 4

Degree/Cycle: 2nd degree (Master)

Responsible Department: business administration

Academic year: 0

Semester: Yearly

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Tammar Zilber

Coordinator Email: TZilber@huji.ac.il

Coordinator Office Hours: By appointment

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(%):

100%

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:

Sasson-Levy, Orna (2003). *Military, masculinity, and citizenship: tensions and contradictions in the experience of blue-collar soldiers*. *Identities: Global Studies in Culture and Power*, 10: 319-345.

(2) Perlow, L.A. (1999). *The time famine: Toward a sociology of work time*. *Administrative Science Quarterly* 44(1): 57-81.

(3) Hirsch, Paul (1986). *From ambushes to golden parachutes: Corporate takeovers as an instance of cultural framing and institutional integration*. *American Journal of Sociology* 91(4): 800-837.

(4) Phillips, Nelson, & Hardy, Cynthia (1997). *Managing multiple identities: Discourse, legitimacy and resources in the UK refugee system*. *Organization*, 4(2): 159-185.

(5) Pratt, Michael G. (2000). *The good, the bad, and the ambivalent: Managing identification among Amway distributors*. *Administrative Science Quarterly* 45(3): 456-493.

(6) Lupton, D. (1994). *Panic computing: The viral metaphor and computer technology*. *Cultural Studies* 8(3): 556-568.

(7) Peterson, Lori West & Albrecht, Terrance L. (1999). *Where Gender/Power/Politics collide: Deconstructing organizational maternity leave policy*. *Journal of Management Inquiry* 8(2): 168-181.

Additional Reading Material:

Will be given in class

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:

Prerequisite: course 55908 or 55998, grade 75 or up.

AND course 55954, which may be taken at the same time.

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