



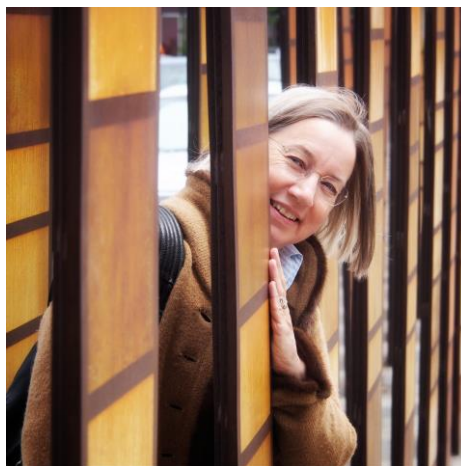
SPRING 2025 METHODS IN BUSINESS STUDIES

23113

KVALITATIVA FORSKNINGSMETODER

Examiner:

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SPRING/VÅREN 2025

COURSE DESCRIPTION

Qualitative research methods are increasingly used in both academic and practical market and management research. Therefore, it is crucial to master these methods in order to be able apply them to practical and academic problems and, in addition, to critically evaluate qualitative research conducted by others.

Competency goals:

After the course you understand qualitative research approaches and related techniques as an analytical tool to investigate and solve management problems. You understand philosophy of science behind the techniques as well as acquire information, understanding and skills to solve problems and build up theories in the field of marketing and management. The course assignments aim to improve your ability to use, analyze and document qualitative research and to demonstrate your knowledge of the methods literature and its application in practice.

Learning outcomes:

After completing the course you can

CORE CONTENT (what you must know)

- *apply qualitative methods to your own work*
- *draw a sample*
- *collect qualitative data such as interviews, observations, photos, videos, and narratives*
- *analyse and interpret qualitative raw data*
- *evaluate, criticize, and judge the scientific results and research ethics*

COMPLEMENTARY KNOWLEDGE (what you should know)

- *formulate conclusions based on the scientific results*
- *define, describe, and select qualitative methods*

SPECIAL KNOWLEDGE (nice to know)

- *understand the basics of philosophy of science*
- *communicate and present in writing the selected research design and scientific results for the master thesis and for business purposes*
- *understand implications of research for international and local society*

Learning methods in the course:

- *The course literature* gives introductory information of the weekly theme sessions. It also deepens the information of the sessions, at the same time as it can be used as references for your bachelor's and master's thesis method sections.
- *The theme sessions* introduce the assignments and discuss different elements of a qualitative study.
- Through *the assignments* you train and learn how to draw a sample, plan and conduct an interview and observation, transcribe, analyse, present and evaluate qualitative data.
- *The feedback sessions* offer comments for your assignments, and support learning by providing and discussing different examples and extending learned themes. Exemplary and weak assignment sections are anonymously shared and supplementary insights provided in an interactive manner. Example assignments are available on course home page.
- The possibility to *improve the assignments* is an important part of learning which further deepens the learning so that information and skills lead to understanding, deep understanding and even personal development.

Examination:

The examination consists of theme sessions, feedback sessions and assignments. Note that there is no written exam. Instead learning occurs during the course and through active use and application of the course literature. Feedback and comments to improve are given during the feedback sessions.

- In order to ensure optimal learning you are encouraged **to attend every theme session or watch the video, pass the assignments, and attend feedback sessions**
- You can revise/improve the assignments in line with the timetable during the course, **revising an assignment can qualify for maximum 30% increase in points and late submissions cannot be improved.**
- Every assignment **MUST** be passed in order to pass the course.
- Each examination element is valid one semester, i.e. passed elements are not transferred to another year or course.

EN 23032:

The course is designed for students in the Master's Degree Programmes in Business and Management. A small number of exchange students can be accepted upon application. Applicants are ranked according to course credits and grades.

SW 23032:

Någon av dessa studieperioder 232 Ekonomie kandidat och 23KANDOK Rätt avlägga kurser på magisternivån. Kursen är avsedd för magisterstuderanden i marknadsföring och logistik och samhällsansvar, men kan tas samtidigt som man skriver kandidatavhandling. Examinatorn kan besluta att anta andra till kursen.

Kurserna 23032 Kvalitativa forskningsmetoder och 23032 Qualitative Research Methods in Business Studies har delvis sammanslagits.

- Föreläsningarna hålls på engelska och är gemensamma för alla studerande.
- Studerande väljer att skriva övningsarbetet på svenska eller engelska.

Links to other courses:

This course supports your thesis writing. The final product and literature of the course composed by assignments # 1-3, supports the method and method chapter of a Master's (and Bachelor's) thesis.

Marketing masters' students take part in other courses that support thesis writing: Research Seminar (23012), Seminarium i marknadsföring (23160), Multivariate Data Analysis (3613), Academic Writing (5160), Upscaling Your Academic Writing (5171), Vetenskaplig kommunikation för ekonomer (5655), and Kandidatavhandling (23001).



DETAILED TIME TABLE

Date and time	Room	SESSION	Readings BEFORE the session	Assignments AFTER the session	Instructor
Tues 21.1.2025 14:15 - 15:45	A210	Introduction to the course	Please read the information on the course home page and prepare questions		Pia Polsa
Fri 24.1.2025 12:30 - 14:00	A210	THEME 1 Qualitative research and philosophy of science	CORE material		Pia Polsa
Tues 28.1.2025 14:15 - 15:45	A210	THEME 2 Sampling of qualitative data and Case studies	CORE material	Assignment 1/Theme 2: DEADLINE Monday 3.2. at 20 (8 pm)	Pia Polsa
Fri 31.1.2025 12:30 - 14:00	A210	THEME 3 Analysis of qualitative data	CORE material	Assignment preparations: Read the instructions for assignment 3. Prepare it throughout the data collection process. DEADLINE Monday 24.2 at 20 (8 pm)	Pia Polsa
Tues 4.2.2025 14:15 - 15:45	A210	THEME 4 Collecting qualitative data: OBSERVATIONS Alternative data: images and texts	CORE material	Assignment 2/Theme 4: DEADLINE Monday 17.2. at 20 (8 pm)	Pia Polsa
Fri 7.2.2025 12:30 - 14:00	A210	Feedback 1 (Theme 2) Assignment 1 –Sampling.	Your assignment + feedback BRING your assignments with you to the session	Revise your assignment 2 and submit within one week	Pia Polsa
Tues 11.2.2025 14:15 - 15:45	A210	THEME 5 Collecting qualitative data: INTERVIEWS	CORE material	Assignment 2/Theme 5: DEADLINE Monday 17.2. at 20 (8 pm)	Pia Polsa
Fri 14.2.2025 12:30 - 14:00	A210	THEME 6 Quality of qualitative research.	CORE material	Assignment 3/Theme 3 and 6: DEADLINE Monday 24.2 at 20 (8 pm)	Pia Polsa
Tues 18.2.2025 14:15 - 15:45	A210	GUEST LECTURE: Use of AI in qualitative research			Apramey Dube Senior Research Manager, Cambri
Fri 21.2.2025 12:30 - 14:00	A210	Feedback 2 (Theme 4 and 5) Assignment 2 –Observations and Interviews.	Your assignment + feedback BRING your assignments with you the session	Revise your assignment 4 and submit within one week	Pia Polsa
Fri 28.2.2025 12:30 - 14:00	A309	Feedback 3 (Theme 3 and 6) Assignment 3 - Analysis + Quality. Student feedback of the course.	Your assignment + feedback BRING your assignments 14:15 - 15:45 with you the session	Revise your assignment 3 and submit within one week	Pia Polsa



GRADING OF THE COURSE

	NOT PASS =0	SUFFICIENT=1	SATISFACTORY=2	GOOD=3	VERY GOOD=4	EXCELLENT=5
Percentage of points	0-49	50-59	60-69	70-79	80-89	90-100
Literature:						
References	Not all CORE literature referred	Some CORE literature referred	All CORE literature referred	All CORE literature referred in several places	All CORE literature referred throughout the assignment	All CORE re literature referred throughout the assignment plus some supplementary or special or own material referred
Use	Only direct citations	Much direct citations, some own explanations	Explained with own words	Explained with own words and linked to the assignment	Integrated combination of literature and own choices in the assignment	Integrated combination of literature and own choices in the assignment coupled with critical view of the literature or own original ideas
Concepts	Theoretical concepts are not defined	Most theoretical concepts not defined	Some theoretical concepts are defined	All theoretical concepts are defined	All theoretical concepts are defined and discussed	All theoretical concepts are defined, discussed and reflected over
Own work:	Not all the points in the assignment are fulfilled	Some points in the assignment fulfilled	All the points in the assignment are fulfilled	All the points in the assignment are fulfilled well	All the points in the assignment are fulfilled very well and ideas from the course material is taken into account	All the points in the assignment are fulfilled excellently and ideas from the course material is used innovatively
Flow	No logical flow	Some logical flow	Satisfactory logical flow	Good logical flow	Very good logical flow	Excellent and innovate logical flow
Understanding	Misunderstanding	Some misunderstandings	Most parts understood	Good understanding	Very good understanding	Excellent understanding and own innovative ideas
Combination	Literature and own work are not connected	Literature and own work in some parts connected	Literature and own work are somewhat connected	Literature and own work are well connected	Literature and own work are very well connected. Literature is used to argument own decisions	Literature and own work are excellently connected. Literature is used to argument own decisions and own thoughts are used to discuss the literature