

Research methods (22007)

Hanken School of Economics, Department of Management & Organisation
Advanced level, 8 ECTS, 2014-2015 P3

Responsible teacher

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Course overview and topics covered

1. Introduction
2. Philosophy of science in organization studies
3. Research designs
4. Interview methods
5. Case studies
6. Ethnography and participant observation
7. Discourse analysis
8. Visual methods
9. Analysis of qualitative data
10. Student proposal presentations

Aims and orientation of the course

This qualitative methods course is targeted to Master's level students. Although we touch upon some issues of quantitative methods as well, the main focus of this course is qualitative. The objective of this course is to enable the participating students to plan, conduct and report MA theses of highest academic quality.

This course aims at developing both theoretical knowledge and practical capabilities of the research designs and methodologies used in management and organizational studies. After the course participants should a) have a general understanding of the history and current state-of-affairs of the field, b) have the basic practical means of conducting qualitative organizational studies by themselves.

Moreover, the explicit aim of this course is to help participants to work on their own, and thus help them in preparing their theses. To achieve this, everyone is strongly encouraged to relate the course contents to one's respective research interests.

Pedagogical approach

The general philosophy during this course is bottom-up. In other words, the idea is to proceed from the philosophical foundations towards the end-result, not through benchmarking from the 'best practices', as in some other courses. The main emphasis of the course will be in enabling the students to conducting rigorous and convincing MA level research.

Seminar sessions consist of lectures, group work and student presentations. Group assignments will be published during the seminar sessions.

The main 'deliverable' of this course is the MA thesis proposal the students will produce towards the end of the course. The last session of the course will be dedicated to presenting them, which also gives the participants the last possibility of enhancing their thinking and writing.

Venue

All seminar sessions are held on Mondays and Thursdays in the Casa 4th floor Seminar room, at 12:30-16:30 PM.

Pre-requisites

Completed Bachelor's thesis or equivalent. This course forms part of the Master's Degree Programme in International Management and Strategy. The course is only open to students of the Master's Degree Programme in International Management and Strategy, unless specified otherwise by the instructor.

Passing and evaluation

To pass the course, participants are expected to attend 9/10 sessions. Attendance on the final session is, however, compulsory.

Grading is based on **group work, active participation** and most of all **the thesis proposal** – that is, the quality of thinking, writing and presenting.

Schedule and session topics

	<i>Date</i>	<i>Theme</i>	<i>Readings</i>
1	19.1.	Introduction	B&B: pp. 4-45, 79-84; Bernard: pp. 1-88
2	22.1.	Philosophy of science in organization studies	Taylor (1971); Mantere & Ketokivi (2013); Rorty (1989)
3	26.1.	Research designs	B&B: pp. 39-70; Bernard: pp. 90-126
4	29.1.	Interview methods	B&B: pp. 464-500; Bernard: pp. 180-214
5	2.2.	Case studies	B&B: pp. 59-63; Yin: pp. 3-66; Eisenhardt (1989)
6	5.2.	Ethnography & participant observation	B&B: pp. 423-463; Bernard: pp. 309-343
7	9.2.	Discourse analysis	Wodak & Meyer: pp. 1-62; Mantere & Vaara (2008)
8	12.2.	Visual methods	Berger: pp. 1-37; Rose: pp. 1-27; van Leeuwen & Jewitt: pp. 1-9.
9	23.2.	Analysis of qualitative data	B&B: pp. 519-609; Bernard: pp. 392-403, 468-549
10	26.2.	Student proposal presentations	All of the above

Readings

The core texts of this course are the following textbooks:

- Bryman, Alan, and Emma Bell. 2011. *Business Research Methods*. Third edition. Cambridge; New York, NY: Oxford University Press.
(Available in Hanken library)
- Bernard, H. Russell. 2013. *Social Research Methods: Qualitative and Quantitative Approaches*. Second edition. Los Angeles: SAGE Publications.
(Available in Hanken library)

Additional readings for the course are:

- Taylor, Charles. 1971. 'Interpretation and the sciences of man'. *Review of Metaphysics*, 25(1): 3-51.
(Available in Moodle)
- Rorty, Richard. 1989. 'Private irony and liberal hope'. *Contingency, Irony, and Solidarity*, pp. 73-95.
(Available in Moodle)
- Mantere, Saku, and Mikko Ketokivi. 2013. 'Reasoning in organization science'. *Academy of Management Review*, 38(1): 70-89.
(Available electronically through Hanken library)
- Yin, Robert. 2009. *Case Study Research: Design and Methods*. Fourth edition. Thousand Oaks: SAGE Publications.
(Available in Hanken library)
- Eisenhardt, Kathleen. 1989. 'Building theories from case study research'. *Academy of Management Review*, 14(4): 532-550.
(Available electronically through Hanken library)
- Wodak, Ruth, and Michael Meyer. 2002. *Methods of Critical Discourse Analysis*. London: SAGE Publications.
(Available electronically through Hanken library)
- Mantere, Saku, and Eero Vaara. 2008. 'On the problem of participation in strategy: A critical discursive perspective'. *Organization Science* 19(2): 341-358.
(Available electronically through Hanken library)
- Berger, John. 1990. *Ways of seeing*, pp. 1-37. London: Penguin.
(Available in Moodle)
- Rose, Gillian. 2007. 'Researching visual materials: Towards a critical visual methodology'. *Visual methodologies: An introduction to the interpretation of visual materials*, pp. 1-27. Second edition. London: SAGE Publications.
(Available in Moodle)
- van Leeuwen, Theo, and Carey Jewitt. 2001. 'Introduction'. *Handbook of visual analysis*, pp. 1-9. London: SAGE Publications, Inc.
(Available in Moodle)

Inspired participants may find additional insight from the following sources:

- Booth, Wayne C., Gregory G. Colomb, and Joseph M. Williams. 2008. *The Craft of Research*. Third edition. Chicago: University Of Chicago Press.
(Available in Hanken library)
- Buchanan, David, and Alan Bryman, eds. 2011. *The SAGE Handbook of Organizational Research Methods*. Reprint edition. SAGE Publications.
(Available in Hanken library)
- Creswell, John W. 2013. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Fourth edition. Thousand Oaks: SAGE Publications.
(Available in Hanken library)

All readings listed under *Schedule and topics* above are required readings. In other words, 100% of them are required for a student to be able to participate in the seminar session. All additional reading is naturally more than welcome.

Core and additional books are available at Hanken library, either in print or electronically. Other texts will be available on the course Moodle page.

Plagiarism

Please note that plagiarism (the theft or use of someone else's work without proper acknowledgement, presenting the material as if it were your own) is a serious offence. Detailed information on citations and referencing is provided in Hanken's "Guidelines for Writing Theses and Term Papers" (<http://www.hanken.fi/library/en/skrivverktyg>). Please read this information carefully; references must be included in accordance with these instructions.