



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

SCHOOL OF
MANAGEMENT

Master in International Marketing in a Digital Environment

Qualitative Methods of Research

Credits:	6 ECTS
Lecturer:	Marianna Bosch, PhD
Campus:	IQS School of Management (Barcelona)

BRIEF DESCRIPTION AND JUSTIFICATION

Qualitative Methods of Research will provide an overview of the principles and practice of qualitative research to Master students and PhD candidates. This course allows students to familiarize with those methods and develop understanding of key techniques of qualitative analysis. The course explores in greater depth the assumptions, advantages, and techniques of the approaches to qualitative research. The aim of the course is to boost the student's understanding and practice of qualitative research methods.

COMPETENCIES

Well-informed decisions (CE1): Students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

Planning (CE7): Students will be able to transform strategies into objectives, actions, and terms. They will be able to define the appropriate resources to achieve the objectives efficiently and identify the monitoring tools to take corrective actions.

Course content:

1. Epistemology of social science
 - a. The positivist approach
 - b. The phenomenological approach
 - c. Types of propositions (empirical and practical) and validation procedures
2. Methods of qualitative research
 - a. Design of qualitative research processes
 - b. Qualitative sampling
 - c. Gathering and analysis of qualitative data

- d. Semi-structured and in-depth interviews
 - e. Case studies
 - f. Action research
 - g. Other methods
3. Writing scientific texts
- a. Structure of an article
 - b. Style and references
 - c. How to write a research project

Methodology

Education activities	ECTS	Competencies
Lectures presenting concepts and procedures	1,2	CE1, CE7
Practical sessions (exercises, cases)	1,2	CE1, CE7
Projects and work development	1,2	CE1, CE7
Personal study activities	1,8	CE1, CE7
Seminar and tutorials	0.6	CE1, CE7
TOTAL	6,0	

EXPLANATION OF TEACHING METHODOLOGY

The teaching methodology used in the course is based on the combination of various learning activities. The sessions of the course will combine theoretical sessions with practical parts.

EVALUATION

Evaluation methods	Weight (%)	Competencies
Final exam		
Midterm exams		



Monitoring class activities (cases, discussions, exercises)	40	CE1, CE7
Course works and presentations		
Projects	60	CE1, CE7
Participation		
Total weight	100%	

LEARNING OUTCOMES

As a result of the acquisition of the competences, the students will be able to:

1. Identify the epistemological approach of a given investigation.
2. Validate the validation procedure of a research proposal.
3. Select the most appropriate epistemological approach for a given research.
4. Design a process of qualitative research.
5. Select a sample of a qualitative nature.
6. Use software tools to analyze qualitative data.

EVALUATION

The assessment will take into account the following elements:

- Individual analysis of a research paper.
- Individual report presenting the design of a qualitative research.
- Submission of a research project proposal.

BIBLIOGRAPHY

- Bryman, A., & Bell, E. (2007). *Business Research Methods* (2^a edn). New York: Oxford University Press.
- Creswell, J. (1994). *Research Designs: Quantitative and Qualitative Approaches*. Thousand Oaks, CA: Sage.
- Gill, J., & Johnson, P. (1997). *Research Methods for Managers* (2^a edn), London, Paul Chapman.
- Saunders, M., Lewis, P., & Thornhill, A. (2000). *Research Methods for Business Students* (2^a edn). Harlow, England: Prentice Hall.