7TH AACHEN INTERNATIONAL SUMMER SCHOOL
IN RESEARCH METHODS AND DATA SCIENCE (ACISS)

QUALITATIVE RESEARCH METHODS

Prof. Tomás Farchi, PhD

School of Business and Economics
TIME Research Area
# 1 COURSE OVERVIEW

<table>
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<th>Course Name:</th>
<th>Qualitative Research Methods</th>
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| Degree Programmes: | 1. Post-Docs and PhD students  
2. Master BWL (all specializations): MSBWL10, MSBWL13  
Master Wirtschaftswissenschaften (all specializations): MSWiWi10, MSWiWi14  
Master Wirt.-Ing. (MSWiBau, MSWiEET, MSWiWPT, MSWiMB, all specializations): MSWI10, MSWI15 |
| Lecturer: | Prof. Tomás Farchi, PhD |
| Contact: | TFarchi@iae.edu.ar |
| Location and Time: | Kackertstraße 7, Room B037 or B201 or online  
30<sup>th</sup> August to 3<sup>rd</sup> September, 9am-12pm and 1pm-4pm |
| Content Description: | The goal of this course is to provide a sound understanding of qualitative research design. This will be accompanied with a specific focus on pragmatic questions and method design aiming at providing tools for constructing solid qualitative research. The course will consist of following main components:  
a) It will provide the students with hands-on knowledge on how to conduct a qualitative research project with a particular interest in how to make a research topic workable, how to design and analyze interview data, and how to select cases.  
b) It will discuss qualitative research methods in relation to dominant theoretical perspectives and the quality criteria of research projects today.  
c) By actively participating in an intensive supervisory process, the course will provide the students with a good platform for developing their own research methods and project. |
| Qualification Objectives: | Students will learn key concepts for designing qualitative research studies, and collecting and analyzing qualitative data. Students will also learn how to critique and deconstruct qualitative research papers. |
| Literature: | See readings below |
| Course Examination: | The final grade will be based on class participation/discussion (small group and whole group); assignments, and research project. |
| Participation Requirements: | Command of English language, willingness to engage in readings for each class session and discussion of those readings in class, willingness to engage with the ambiguities of qualitative data. The course is specifically designed for Ph.D. students interested in conducting and/or evaluating qualitative academic research studies, but is also open to advanced master students meeting the above criteria. |
2 SCOPE OF THE COURSE

The goal of this course is to provide a sound understanding of qualitative research design. This will be accompanied with a specific focus on pragmatic questions and method design aiming at providing tools for constructing solid qualitative research. During the course, we will discuss the following topics:

- Qualitative research, what is it and why do it?
- Designing qualitative research: Defining a problem, selecting a site, getting in, and sampling informants
- Single and multiple case-study research: explaining the differences between both
- Ethnography
- Observation and Field Notes
- Interviewing
- Coding
- Qualitative data analysis
- Writing up

3 PARTICIPANTS AND REQUIREMENTS

Participants

1. Post-Docs and PhD students
2. Master BWL (all specializations): MSBWL10, MSBWL13
   Master Wirtschaftswissenschaften (all specializations): MSWiWi10, MSWiWi14
   Master Wirt.-Ing. (MSWiBau, MSWiEET, MSWiWPT, MSWiMB, all specializations): MSWi10, MSWi15

Due to the interactive teaching format, the number of participants is limited to 30. Advanced master students are invited to participate, but preference will be given to PhD students

Requirements

Command of English language, willingness to engage in readings for each class session and discussion of those readings in class, willingness to engage with the ambiguities of qualitative data. The course is specifically designed for Ph.D. students interested in conducting and/or
evaluating qualitative academic research studies, but is also open to advanced masters’ students meeting the above criteria.

**Grading**

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<tr>
<td>Class participation</td>
<td>30</td>
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<td>Assignments</td>
<td>40</td>
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<tr>
<td>Research Project</td>
<td>30</td>
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**Class Participation:** The course will be in discussion format rather than lecture, driven by insights and questions that have arisen from participants’ reading. It is therefore essential that you read all the set articles in advance of the course.

**Assignments:** During the seminar, you will be asked to prepare (and discuss in class) several assignments. Please, do your homework before the class and do your best to contribute to discussions about your classmates’ assignments too (particularly those regarding the interview and observation).

**Research Project:** Please take your time to think about the topic you are (potentially) interested in for your thesis and think about how one could investigate that through a well-crafted/thought qualitative design, and what kind of questions would you be addressing by doing that. Think about the how, think about the where and when.

Then write a short document (3-5 pages max.) that will be shared and discussed in class the first day of the seminar. We will then work collectively and individually (let’s talk and get organized for “those moments” the first day of the class) together to discuss how it can be developed further. 10 days after the seminar you will be requested to hand out a new version of the document with the insights gathered during the workshop.

**4 COURSE OBJECTIVES:**

The course goal is to enable students to apply a wide range of qualitative research techniques. At the conclusion of the course students should be able to:

- Understand the logic through which qualitative research is designed, implemented and evaluated
- Explain the differences between single and comparative case study research design
- Understand the process of conducting ethnography
- Understand the main aspects of interviewing
- Perform coding and memo writing
- Collect and analyze qualitative data
- Writing: understand some elements of the genre
5 READINGS

Intro readings


Melissa E., Graebner, M. E., Martin, J. A., and Roundy, P. T. 2012 Qualitative data: Cooking without a recipe, Strategic Organization, Volume 10, Issue 3


Designing qualitative research


Exemplary research (focus on intro, method and data reporting):


Single and multiple case-study research


Exemplary research (focus on intro, method and data reporting):

**Ethnography**


Exemplary research *(focus on intro, method and data reporting ... but, if you have time, read them all!)*:


**Observation and Field Notes**


The following articles and books rely heavily on participant observation/ethnographic field notes. No need to read. Just an FYI.


**Interviewing**


The following articles rely heavily on ethnographic interviews. If you have time, have a look:


### Coding


### Qualitative data analysis & Writing up


### 6 COURSE SCHEDULE

30th August to 3rd September, 9am-12pm and 1pm-4pm

### Contact Details

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IAE Business School

Email: tfarchi@iae.edu.ar