

Course Title	Advanced Qualitative Research Methods				
Course Code	RES710				
Course Type	Compulsory				
Level	Ph.D. (3 <sup>rd</sup> Cycle)				
Year / Semester	1 <sup>st</sup> Year / 1 <sup>st</sup> Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	3 Hours / 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The aim of this course is to familiarize the students with advanced qualitative methodological approaches to business related issues. It also aims to investigate the philosophical background on which qualitative research and basic forms of qualitative research are based through the formulation of research goals and questions, the collection of different types of quality data, their organization and analysis, and the extraction of motifs and emerging themes with use of quality data analysis software. At the same time, it aims to develop the critical ability of students to interpret and evaluate published quality research papers from the field of business.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ol style="list-style-type: none"> <li>1. Determine and use the modern approaches to qualitative research and their role in improving business related issues.</li> <li>2. Analyse the theoretical and epistemological principles based on advanced various qualitative research approaches</li> <li>3. Evaluate the characteristics of the advanced various research methodologies of qualitative research</li> <li>4. Evaluate the practical dimensions of qualitative research</li> <li>5. Prepare qualitative research projects by selecting the appropriate procedures and approaches according to the research objectives and the research questions that have been set</li> <li>6. Analyse data using quality data analysis software (eg ATLAS.ti, NVivo).</li> <li>7. Critically analyse the impact of various research models (theoretical framework, ethical issues, validity, etc.)</li> <li>8. Critically analyse the dilemmas on key issues related to the implementation and acceptance of qualitative approaches to business related research</li> </ol>				

Prerequisites	None	Co-requisites	None
Course Content	<div>1. Epistemological assumptions and epistemological examples of qualitative research</div> <div>2. Development of research questions of qualitative research (e.g. feminist approaches, post-structuralism, critical theory)</div> <div>3. Design research, data collection (e.g. conducting interviews, observations, archive and photographic material, video recording) and gain entry</div> <div>4. Methodological Approaches to Qualitative Research (Case Studies, Action Research, Ethnography, Founded Theory, Phenomenology, etc.)</div> <div>5. Validity and ethics issues in qualitative research</div> <div>6. Analytical approaches and qualitative research strategies</div> <div>7. Use of quality data analysis software (e.g. ATLAS.ti, NVivo)</div> <div>8. Generalization issues in qualitative research.</div>		
Teaching Methodology	Face-to-Face		
Bibliography	<div>John W. Creswell. Qualitative Inquiry and Research Design: Choosing Among Five Approaches. Sage Publications</div> <div>Bryman, A., <i>Social Research Methods</i>, Oxford: Oxford University Press</div> <div>Creswell, W. J. <i>Qualitative inquiry and research design: Choosing among five traditions</i>. Thousands Oaks, CA: Sage Publications.</div> <div>Denzin, N. K. &amp; Lincoln, Y. S. (Eds.). <i>Handbook of qualitative research</i>. Thousand Oaks, CA: Sage</div> <div>Marshall &amp; Rossman, <i>Designing qualitative research</i>. Thousand Oaks, CA: Sage Publications, Inc.</div> <div>Silverman, D., <i>Interpreting Qualitative Data: Methods for Analysing Talk, Text and Interaction</i>, Second Edition. London: Sage</div>		
Assessment	<div>Examinations</div> <div>Assignments</div> <div>Class Participation and Attendance</div>	<div>60%</div> <div>30%</div> <div>10%</div> <div>100%</div>	
Language	English		