MAN 2627 Elective Course in Qualitative Analysis

Programme
Master of Management Program

Responsible for the course
Tor Grenness

Department
Department of Communication - Culture and Languages

Term
According to study plan

ECTS Credits
0

Language of instruction
To be decided

Introduction

Learning outcome
The course is designed to provide students a level of knowledge of qualitative methodology that will allow them to complete work on projects and Master's degree papers of a standard that is demanded of students who choose a specialization in the Master of Management program. The approach will be problem-orientated, which is to say that the course is intended to help students master the methodological challenges they will meet in their work on papers. Two areas will have special focus:
·   To further develop students' critical consciousness and their capacity to reflect on their choice of method
·   To provide insight and competency with regard to analysis and interpretation of qualitative data. Use of PC-based software in this context will be made note of.

Prerequisites

Compulsory reading
Books:
Richards, Lyn. 2009. Handling qualitative data : a practical guide. 2nd ed. Sage
Silverman, David. 2010. Doing qualitative research : a practical handbook. 3rd ed. Sage

Recommended reading
Books:
Andersen, Svein S. 1997. Case-studier og generalisering : forskningsstrategi og design. Fagbokforlaget
Askheim, Ola Gaute Aas og Tor Grenness. 2008. Kvalitative metoder for markedsføring og organisasjonsfag. Universitetsforl
Ryen, Anne. 2002. Det kvalitative intervjuet : fra vitenskapsteori til feltarbeid. Fagbokforlaget

Course outline
In accordance with what is stated as the goals of the course, two topics will be in focus:
1.The justification and consequences of choosing a qualitative method
·   Scientific theoretical justification
·   Practical justification
·   The qualitative design
·   Qualitative collection methods

2. Analysis of qualitative data
·   Choice of analysis strategy
·   The analysis process: phases and techniques
·   Introduction to the use of PC-based software in working with the analysis

Computer-based tools

Non- obligatory use of software tools, but demonstration of PC-based software will be provided as it is used in the analysis of qualitative data

Learning process and workload
The course is arranged in the form of two seminars comprised of two days (approximately 16 hours). The seminars will take their point of departure in the concrete challenges the participants meet in their work with projects or Master's papers and will consequently to a great extent be workshop-based. This will mean a substantial degree of active participation on the part of students.

Examination
No exam

Examination code(s)

Examination support materials

Re-sit examination

Additional information