

## Liverpool John Moores University

Title: QUALITATIVE METHODS  
Status: Definitive  
Code: **7502BLWMR** (101419)  
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Aileen Lawless	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20.00  
**Total Delivered Hours:** 32.00  
**Total Learning Hours:** 200  
**Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Assignment (5,000 words)	100.0	

### Aims

*The module enables students to become familiar with a range of qualitative research methods and to understand the strengths and weaknesses of qualitative approaches.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise a range of different methods of data collection that belong to the qualitative research tradition.
- 2 Evaluate how these approaches offer different perspectives according to the focus of the research.
- 3 Identify and evaluate the advantages and disadvantages of the various qualitative data collection methods and discuss access and ethical issues involved.
- 4 Discuss the different approaches to the analysis of qualitative data and identify criteria for qualitative research evaluation.
- 5 Utilize information technology and appreciate how technology can enable data analysis.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

ESSAY	1	2	3	4	5
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## Outline Syllabus

*Collecting natural language data: interviews; critical incident techniques; diary methods.*

*Ethnographic approaches: research as the explicit role; interrupted involvement; choice of roles; case study research.*

*Understanding through interaction: photographs and visual metaphors; action research.*

*Analyzing transcripts: content analysis; grounded analysis.*

*Discourse analysis: narrative analysis; conversation analysis; argument analysis.*

*Using computers and software to analyse qualitative data.*

*Politics and ethics of conducting qualitative research.*

## Learning Activities

A blended learning approach will be used with a mix of formal lectures, guest lectures, tutorial sessions, student-led sessions, individual and group activities, directed study and Peer Learning Groups. Learning activities will be centred on 4 block sessions, the first of which will orientate the students to the module's learning activities.

## References

<b>Course Material</b>	Book
<b>Author</b>	Bazeley, P
<b>Publishing Year</b>	2007
<b>Title</b>	Qualitative Data Analysis with Nvivo
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	Sage, London, UK
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Buchanan, D and Badham, R
<b>Publishing Year</b>	2008
<b>Title</b>	Power, Politics and Organizational Change
<b>Subtitle</b>	Winning the Turf Game
<b>Edition</b>	
<b>Publisher</b>	Sage, London, UK
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Eriksson, P and Kovalainen
<b>Publishing Year</b>	2008
<b>Title</b>	Qualitative Methods in Business Research
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage, London, UK
<b>ISBN</b>	

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## Notes

The learning activities carried out during the block sessions will provide informal formative feedback to the students during the course of the module. The formative feedback will inform the summative assessment, which takes the form of a 5,000 word written assignment which focuses on the generation and analysis of qualitative data.