

- Faculté des sciences économiques
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Qualitative Methods in Management (5EN2003)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 2 ph	Voir ci-dessous	3
Master of Science en innovation	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Chargé d'enseignement : Prof. Emmanuelle Reuter Institute of Management, Rue A.-L. Breguet 2, CH-2000 NEUCHÂTEL email: emmanuelle.reuter@unine.ch

Contenu

This course offers an introduction into qualitative research methods. What is qualitative research? What is it best suited for? How do you go about qualitative research? Qualitative research typically follows an iterative, often inductive process with the following major activities: Developing research designs to address a given research question, collecting data, analyzing data, presenting data. It requires sophisticated methodological skills and know-how of specialized methods. The course focuses on the "practicalities" of doing qualitative research. Students will 1. gain an overview of state-of-the-art qualitative research methods, 2. develop skills in conducting qualitative research, 3. apply their knowledge to an own proposal for a qualitative research project. The methods covered may include: case study research, ethnography, frame and content analysis.

Forme de l'évaluation

The final assessment will be based on a group assignment and an individual assignment.

- Group assignment – 20%: Each group will take turn presenting a particular method in class.
- Individual assignment – 80%: The main component of the evaluation is a mini-research project that consists of multiple graded intermediate assignments that culminate into a research project.

Modalités de rattrapage

Retake : Individual assignment: paper (20%) & mini-research project (80%)

Documentation

Each session comprises readings that are mandatory to complete prior to the class. Please note that all readings are available on Moodle.

Pré-requis

Particularly for students with no or limited experience with qualitative methods

Forme de l'enseignement

This course relies on an "active learning" approach. While one part of the course comprises theory input through lectures, another part of the course invites students to become active in the construction of their learning process. Students are invited to take an active role in creating their own experiences through interactive in-class discussion, and independent work.

Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Analyse research designs in published qualitative research
- Conceptualise the methodology section of an own qualitative research project
- Apply specific qualitative research methods
- Recommend improvements for the methodology section of a peer's project

Compétences transférables

- Conceptualise qualitative research
- Justify a methodological decision in research

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- Review a peer's research project
- Work in teams