



School of Marketing & International Business

IBUS 411 QUALITATIVE RESEARCH METHODS

Trimester One 2009

COURSE OUTLINE

Contact Details

Lecturers:

Associate Professor Val Lindsay (Course Coordinator)
Rutherford House, Room 1101
Telephone: (04) 463-6915
Email: val.lindsay@vuw.ac.nz

Office hours: Tuesday 11am–2 noon and by appointment

Professor Peter Dowling
Rutherford House, Room 1106
Telephone: (04) 463-5027
Email: peter.dowling@vuw.ac.nz

Office hours: Thursday 2pm-3pm and by appointment

Trimester Dates

For the first trimester in 2009 this is Monday 2 March to Wednesday 1 July 2009.

Lectures: Tuesday 12.40pm-3.30pm

Room: RWW 413 (Lectures)
RWW 402 (Computer Lab Sessions)

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

Course Content

The course is designed to develop students' competencies in qualitative research methods in International Business. Successful students will gain knowledge of the principles underlying qualitative research methods, and skills in applying qualitative research analysis techniques.

Course Learning Objectives

The specific course objectives for students enrolled in IBUS 411 are:

- (1) Discuss the important concepts and methods used in qualitative research. (*Assessed by Examination*).
- (2) Evaluate issues surrounding the use of qualitative research methods. (*Assessed by Individual Annotated Bibliography, Individual Project and Examination*).
- (3) Utilise methods of analysing qualitative data, generate concepts and solutions, and construct sound recommendations for researchers and practicing managers. (*Assessed by Individual Project*).
- (4) Evaluate and synthesise complex theoretical information from research data and present the findings in meaningful ways. (*Assessed by Individual Annotated Bibliography and Examination*).
- (5) Lead discussions on research methods. (*Assessed by Individual Seminar Presentation*).

Course Structure

This course is student-centred. The three hours per week are typically divided into two parts. The first part will generally be devoted to a discussion of the topic and critique of the readings assigned for that week. For most weeks, student(s) will lead this discussion in the form of an interactive seminar. The second part will be a practical session on the use of NVivo. This will take place in the computer lab, RWW 402.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about 15 hours per week in reading, tutorial preparation, assignments and thinking about the course material.

Required course textbook:

The required textbook for this paper is:

Eriksson, P. & Kovalainen, A. (2008). *Qualitative Methods in Business Research*. Los Angeles: Sage Publications.

Required readings

In addition to the textbook, required readings are distributed during the course. These readings will be distributed prior to the material being covered in class. If you are unable to collect the readings in class, they may be collected from the course coordinator during office hours, or from the School Reception (RH1121).

Generally, there will be 1-2 prescribed journal readings and 1-2 textbook chapters each week. These readings should be considered as the starting point for wider reading from scholarly journals in preparation for seminars and the literature review. Students are thus encouraged to make use of the library databases, books and periodicals, as well as web resources to obtain further reading material relevant to this course.

Preparing for the Each Session

Please note particular requirements for preparation noted on the course outline. In preparation for discussion of the readings, you need to read each of the assigned readings. You should critique each reading and trying to understand it in terms of:

- ◆ the key messages
- ◆ the main theories/concepts and underlying literature that are used
- ◆ the research approach applied
- ◆ the strengths and weaknesses of the article
- ◆ the research gaps that are signalled – either explicitly or implicitly.

You should also be prepared to comment on the group of papers as a whole, recognising any patterns or themes, contrasts etc that may be apparent.

Materials and Equipment

No additional equipment will be required for this course. No additional materials will be permitted during the final examination.

Assessment Requirements

The course will be assessed on the basis of 60% coursework and 40% final examination. The individual assessment weightings are as follows:

Individual Annotated Bibliography	15%	(Due date: tba)
Student-led discussion (pairs)	15%	(Due date: tba)
Individual NVivo Project (Report and Presentation)	30%	(Due date: Tues 26 May)
<u>Final Examination</u>	<u>40%</u>	
Total	100%	

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

Examination dates for Trimester One: Friday 12 June to Wednesday 1 July 2009 (inclusive).

Penalties

Late submissions of assignments will not be accepted. Exceptions will be made only for special circumstances (bereavement, illness, etc.) where documentation is provided.

Any student caught cheating on an assignment or examination may receive an automatic mark of zero (0) and/or disciplinary actions may be taken under the Statute on Student Conduct. This includes plagiarism. You are strongly advised to consult the posting on Blackboard and the Victoria University policy on plagiarism. Plagiarised group work will result in penalties for all group members, thus be sure to cite all of your references. It's not worth the risk.

Mandatory Course Requirements

All students are expected to hand in all assignments, obtain an overall mark of at least 50%, and a mark of 50% on the final examination to pass this course.

Communication of Additional Information

Additional information or information on changes will be communicated in class, by e-mail or on Blackboard. You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: <http://blackboard.vuw.ac.nz>.