

**FPM-02 Qualitative Research
(Three Credit Course)**

Session Duration: 60 Minutes per session x 30 sessions

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Consulting hours	: After 2:30 pm any day (subject to availability)

Prof. Pallavi Pandey will be taking four sessions of one hour each during the course

COURSE INTRODUCTION:

Qualitative research is a scientific method of observation to gather non-numerical data. This type of research “refers to the meanings, concepts definitions, characteristics, metaphors, symbols, and description of things” and not to their “counts or measures”. Qualitative research approaches are employed across many academic disciplines, focusing particularly on the human elements of the social and natural sciences. As a field of study, qualitative approaches include research concepts and methods from multiple established academic fields. The aim of a qualitative research project may vary with the disciplinary background. Qualitative methods are best for researching many of the why and how questions of human experience in making a decision.

The objective of the course is to make the students familiar with the basic tools and techniques of Qualitative Research so that they can use the techniques in their own research area.

COURSE OBJECTIVES:

Learning Outcome	Description
L01 Subject Knowledge	<ul style="list-style-type: none"> • To make the students aware of the various tools and techniques in qualitative research
L02 Concept Application	<ul style="list-style-type: none"> • To acquaint the students with various techniques of business qualitative research
L03 Strategic Application	<ul style="list-style-type: none"> • To be able to apply the learnings of the course in different application areas using various softwares
L04 Communication	<ul style="list-style-type: none"> • To be able to convey the analytical results to the management in a jargon free easy to understand communication
L05 Responsible Business	<ul style="list-style-type: none"> • To be able to understand the <i>ethical and socio-cultural dimensions</i> and implications in qualitative research
L06 Research Perspective	<ul style="list-style-type: none"> • To be able to understand and extrapolate the learnings in qualitative research in a social research context.

COURSE PEDAGOGY:

The teaching methodology will be a combination of classroom lectures on the various techniques along with practical exercises. Project work would also be undertaken to understand application of forecasting in a real live scenario.

COURSE READINGS

The following books are being referred for the course. However, as this is an elective course, it is expected that the students will make use of other materials which will be prescribed from time to time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning. Some reference books are:

- Flick, U. (2009). *An Introduction to Qualitative Research* (4th ed.). New Delhi India: Sage Publications India Pvt Ltd.
- Bryman, A. (2008). *Social Research Methods* (3rd ed.). New York: Oxford University Press.

In addition, for the components on Research Writing the following book will be used

- Brown, T. J., Suter, T. A., & Adhikari, A. (2016). *MR - A South Asian Perspective*. New Delhi: Cengage Learning India Pvt Ltd.

COURSE EVALUATION CRITERIA:

The evaluation process for the course would constitute of the following:

Component	Weightage	Duration	Key Objectives Tested
Class Quiz	10	20 mins	L01 L02 L06
Case Study Analysis	20	-	L01 L02 L03 L06
Project Report	30	-	L01 L02 L03 L06
End Term	40	3 hours	L01 L02 L03 L06

SESSION PLAN:

The following session plan would be adhered to by the faculty:

Session	Topic to be covered	Learning Objectives	Resource Person	Reading
1-2	Introduction to Qualitative Research <i>Steps of QR, theory and research, Critique</i>	L01 L06	RVK	AB / Chapter 16
3-4	Ethnography & Observation <i>Introduction, Overt and Covert Ethnography, Sampling for Ethnography, Field notes</i>	L01 L06	PP	AB / Chapter 17
5-6	Interviewing <i>Introduction, Kinds of Questions, Conducting DI</i>	L01 L06	SM	AB / Chapter 18
7-8	Focus Group <i>Introduction, Uses, Conducting FG, Issues of FG</i>	L01 L06	SM	AB / Chapter 19
9	Language Analysis <i>Conversation Analysis, Tools of Analysis,</i>	L01 L06	RVK	AB / Chapter 20

10-11	Document Analysis <i>Introduction, Types of DA, Analyzing Documents</i>	L01 L06	RVK	AB / Chapter 21
12-13	Analyzing Qualitative Output <i>Introduction, Triangulation, Secondary Analysis</i>	L01 L05 L06	PP	AB / Chapter 22
14-15	Computer Assisted Data Analysis <i>Will be demonstrated using a suitable software</i>	L01 L03 L05 L06	RVK	Computer Lab Require
16	Mixed Mode Research <i>Arguments for and against, MMR Approaches</i>	L01 L06	SM	AB / Chapter 25
17-18	Research Process <i>Review of the Research Process, Problem identification to Reporting of Results</i>	L01 L02 L03 L04	SM	AB/ Chapter 3
19-20	Conducting a Literature Review <i>What is Literature Review, Why do a Literature Review, Identifying the gaps, Paraphrasing the literature, Grid Framework of Review, Writing a Literature Review</i>	L02 L04 L06	RVK	AB/ Chapter 4
21-22	How to write a Research Manuscript <i>Abstract, Introduction, Literature Review, Results & Discussion</i>	L02 L04 L06	SM	BSA / Chapter 14
23-24	Understanding Citations & Plagiarism <i>What is a citation? How to cite? How to create a bibliography? Using Citavi for Citation</i>	L01 L03 L04 L06	RVK	Computer Lab Required
25	Strategies for Getting Published <i>Choosing the Journal and the Process of Publication</i>	L02 L04 L06	SM	
26-30	Field Visit & Project Report <i>To conduct a small qualitative research. Location would be chosen later in consultation</i>	L01 L03 L04 L06	SM & RVK	Practical

ACADEMIC INTEGRITY:

- Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. Plagiarism is unacceptable in IMI Bhubaneswar and will invite severe penalty. Type and extent of penalty will be at the discretion of the concerned faculty.
- Cheating means using written, verbal or electronic sources of aid during an examination/ quiz/ assignment or providing such assistance to other students (except in cases where it is expressly permitted by the faculty). It also includes providing false data or references/list of sources which either do not exist or have not been used, having another individual write your paper or assignment or purchasing a paper for one's own submission. Cheating is strictly prohibited at IMI Bhubaneswar and will invite penalty as per policies of the Institute.

SPECIAL INSTRUCTIONS

- ***All submissions of projects should be accompanied by the report from Turnitin. Plagiarism factor should be less than 15% to be considered as an original submission***