



COURSE DESCRIPTION 2020

1. Information about the programme

1.1 Institution of higher education	Alexandru Ioan Cuza University of Iasi
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Doctoral School of Economics and Business Administration
1.4 Field of study	Economics and Business Administration
1.5 Level	Doctoral studies
1.6 Study programme/ Qualification	Advanced university program (PPUA)

2. Information about the course

2.1 Course name	Qualitative methods and data analysis						
2.2 Course coordinator	Prof.dr. ZAIȚ Adriana						
2.3 Seminar coordinator	Prof.dr. ZAIȚ Adriana						
2.4 Year of study	1	2.5 Semester	1	2.6 Type of assessment	M	2.7 Course status	C

* C – Compulsory / E - Elective

3. Total estimated time (hours allotted to teaching activities per semester)

3.1 Number of hours per week	3	of which: 3.2 lecture	1	3.3 seminar/lab	2
3.4 Number of hours in the curriculum	18	of which: 3.5 lecture	14	3.6 seminar/lab	14
Time distribution	hrs				
Study of the textbook, coursebook, bibliography and lecture notes	40				
Additional research in the library, online and on the field	60				
Preparation of seminars/labs, homework, projects, portfolios and essays	60				
Tutorials	40				
Assessment	12				
Other activities.....					
3.7 Total number of self-study hours	212				
3.8 Total number of hours per semester	240				
3.9 Number of credits	7				

4. Prerequisites (if applicable)

4.1 Curriculum-based	-
4.2 Competence-based	-

**5. Conditions** (if applicable)

5.1 For lectures	-
5.2 For seminars / labs	-

6. Specific competencies

Professional competencies	<p>C1. Analysis of the theoretical and practical aspects of qualitative research methods in economics and business</p> <p>C2. Use of advanced methods of collection and analysis of qualitative data for doctoral research subjects</p> <p>C3. Selection of mixt methods of research in business and economics – interdisciplinary approach</p> <p>C4. Critical-constructive evaluation of doctoral research projects</p> <p>C5. Conceiving qualitative researches specific for doctoral research themes</p>
Transversal competencies	<p>CT1. Initiation and development of complex theoretical and empirical projects</p> <p>CT2. Taking responsibility and develop the ability to perform scientific research projects</p> <p>CT3. Develop creative, inovating doctoral research projects</p>

7. Course objectives (provided by the specific competencies grid)

7.1. Main Objective	Acquire theoretical knowledge and develop abilities for using qualitative research methods for collecting and analyzing qualitative data in order to apply these for doctoral researches and other projects of scientific research.
7.2. Specific Objectives	<p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> ▪ Explain the differences between quantitative and qualitative research designs, methods and analyses ▪ Describe main steps for qualitative research methods ▪ Apply main qualitative data analysis methods ▪ Analyze specific qualitative research problems

8. Content

8.1	Lectures and seminars	Teaching methods	Observations (hours & readings)
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1.	Qualitative research – dimensions, differences, basic concepts, methods of research (phenomenology, ethnography, action research, grounded theory, case study) – examples, debates, applications	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2
2.	Qualitative data – types (structured and unstructured texts, images, audio and video recording); techniques for collecting data (observation, in-depth interview, focus-group, qualitative survey, others)	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2
3.	Analysis of qualitative data I – deductive approach (grouping, analysis of similarities and differences, using situations); inductive approach (emergent coding, grouping and relational analysis); features (circular and non-linear; iterative and progressive; interaction with data; simultaneous collecting and analysis)	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2
4.	Analysis of qualitative data II - level of analysis – conceptual, relational; process (organization, coding, identifying patterns, descriptive analysis, causal analysis based on qualitative data); typology (content analysis; narrative analysis; discourse analysis; grounded theory)	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2
5.	Soft for the analysis of qualitative data (QSR Nvivo, MaxQDA, OpenCode 3.4, Atlas ti 6.0, The Ethnograph 5.08, Hyper RESEARCH 2.8)	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2
6.	Presenting analyses based on qualitative data	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2+2
7.	Methods Qual-Quan (mixed methods research)	Expose, Presentation in Powerpoint, Euristical Conversation, Debates, Exercises, Individual and Group Working	2+2

**Bibliography**

Main book: Russell Belk, Eileen Fischer, Robert Kozinets – Qualitative consumer & marketing research, Sage, 2013.

Main readings:

Roger Gomm, Martyn Hammersley, Peter Foster - Case Study Method, Sage, 2009.
Tracy Harwood, Tonny Garry – An overview of content analysis, *The Marketing Review*, 2003.
Bent Flyvbjerg – Five misunderstandings about case study research, *Qualitative Inquiry*, 2006.

Additional readings:

May be provided periodically throughout the course via Blackboard Learn or portal FEAA, e-mail and course meetings.

9. Corroboration of the course content with the expectations of community representatives, professional associations and representative employers from the programme's related field

Course content and seminars, as well as the nature and structure of individual and group research projects are adapted to the needs and expectations of the social and economic environment.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in final grade (%)
10.4 Lectures	Presence, active participation in class discussions, making the midterm project presentation	Presence sheet, participation sheet, presentation feed-back	50 (Distance students will send a Power point presentation)
10.5 Seminars/ Labs	Presence, active participation in class discussions, turning in established research projects	Presence sheet, participation sheet, project feed-back	50 (Project sent by mail until February 15, 2020)

10.6 Minimum performance standard

a minimum grade of 5 required for the final examination; for a grade of 5 students will prove basic knowledge of qualitative research methods (definition, design appropriateness, advantages and disadvantages)

Date

25.09.2023

Course Coordinator

ZAIȚ Adriana