

MGMT90198 Advanced Qualitative Research Methods

Credit Points:	12.5						
Level:	9 (Graduate/Postgraduate)						
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.						
Time Commitment:	Contact Hours: 3 contact hours per week (2 hours lecture; 1 hour tutorial) Total Time Commitment: 144 hours per semester, including self-directed study and research						
Prerequisites:	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MGMT90202 Foundations in Qualitative Methods</td> <td>Semester 1</td> <td>12.50</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MGMT90202 Foundations in Qualitative Methods	Semester 1	12.50
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MGMT90202 Foundations in Qualitative Methods	Semester 1	12.50					
Corequisites:	None						
Recommended Background Knowledge:	None						
Non Allowed Subjects:	None						
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>						
Coordinator:	Prof Julie Ozanne						
Contact:	MBS @ Berkeley Street Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Email: mbs-enquiries@unimelb.edu.au Web: http://mbs.unimelb.edu.au (http://mbs.unimelb.edu.au/)						
Subject Overview:	This subject is aimed at students undertaking graduate research programs. The overall aim is to introduce students to advanced methods and techniques commonly used by qualitative researchers in management and marketing research. It provides students with hands-on experience of working with different approaches of collecting and interpreting qualitative data. It will include topics such as, grounded theory, discourse analysis, qualitative interviewing, focus groups, content analysis, ethnography and participant observation, narrative interviewing and analysis, visual methods, classical content analysis, experience sampling techniques, rhetorical analysis, and provide an opportunity to apply one or more of these techniques in a research project. By the end of this subject, students will be able to design and execute a research project using a specialist method.						
Learning Outcomes:	<p>On successful completion of this subject students will be able to:</p> <ul style="list-style-type: none"> # understand a number of specialised qualitative methodologies and techniques for data collection and interpretation and the underlying epistemological and ontological assumptions the approach brings to the task of discovery; # develop and design a qualitative research project using a specialised method of data collection and analysis appropriate to the research questions to be examined; and 						

	# complete a research report based on the qualitative data collected and analyses using a specialised approach covered in the subject.
Assessment:	Class participation (individual), ongoing (10%) Four assignments based on hands-on exercises for doing qualitative data collection, analysis and reporting (individual, written, 500 words each), chosen from topics covered in weeks 2, 5, 7, 8, 9, 11, due one week after the relevant class (each assignment worth 10%; 40% total) Individual qualitative research proposal of 4,000 words (incorporating an initial paper plan and detailed outline of 1,000 words) due the first week of the exam period (paper plan due in week 6) (50%)
Prescribed Texts:	TBC
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # Problem solving skills, which should be enhanced through the study of research design and research methods; # Writing skills appropriate for the preparation of academic articles and research reports in Management and Marketing, including the doctoral thesis; and # Analytical skills, which should be developed through the evaluation of quantitative and qualitative empirical research literature.
Related Course(s):	Doctor of Philosophy - Business and Economics Master of Commerce (Management) Master of Commerce (Marketing)