

MGT – 321: Qualitative Research Methods (3 CHs)

Pre-Requisite: Quantitative Research Methods (PSY – XXX)

Course Description:

- The course is designed to help students develop understanding of approaches, methods, and designs in qualitative research for applied purposes.

Course Objectives:

The course will facilitate students to:

- Develop understanding of prevalent qualitative research designs, methodologies, research software and measurement strategies.
- Apply research concepts and principles in the development and use of qualitative methodologies.
- Develop sensitivity towards ethical issues involved in research of psychology.

Course Learning Outcomes:

The course will enable the students to:

- Explain qualitative research concepts and principles of qualitative research methodologies.
- Differentiate between the nature of a qualitative and a quantitative research question.
- Apply prevalent qualitative research methodologies and approaches.

Course Contents:

- Introduction to Qualitative research methods
- Interviewing
- Observation Methods
- Focus Groups
- Content Analysis and Thematic Analysis: Basic Skills
- Qualitative Research Software: N-Vivo

- Reporting and Discussing the Findings of a Qualitative study
- Ethical Issues in psychological research: APA ethical standards

Textbooks:

- Atkinson, P., & Delamont, S. (Eds.). (2010). SAGE qualitative research methods. Sage.
- Savin-Baden, M., & Howell Major, C. (2013). Qualitative Research: The Essential Guide to Theory and Practice (1st ed.). Routledge.

Reference Books:

- Shaughnessy, J. J., Zechmeister, E. B., & Zechmeister, J. S. (2005). Research methods in psychology (5th ed.). Singapore: McGraw-Hill.
- Creswell, J. W. (2014) Research design: Qualitative, quantitative and mixed methods approach. 4th Ed. Thousand Oaks, CA: Sage.