

Qualitative (Business) Research (SIC5121)

Syllabus

Summer Semester 2020

ECTS-Credits: 1

Time: Monday, March 23 13.45 – 17.00 (W1.2.01)
Monday, March 30 13.45 – 17.00 (W1.2.01)
Monday, April 6 13.45 – 17.00 (W1.2.01)
Tuesday, April 28 11.30 – 13.00 (W 4.1.06)

Level: Intermediate

Prerequisites: Attendance and active class participation is critical
(Passed certificate cannot be issued when classes are missed)

Course description:

Business research takes many different forms, is relevant in various situations and a regular prerequisite to making informed decisions. That makes it even more important to approach research tasks in a structured and goal-oriented manner.

This course therefore aims at enabling students to manage business research tasks effectively and efficiently: we will discuss on how to get to a well-defined research question, how to use common methods of qualitative research and analysis techniques to gather information and finally how to summarize findings in a convincing report.

Learning objectives:

After completing this course, students should be able to:

- Define a research problem or question in a structured way based on an issue tree
- Find and analyze existing data based on secondary research
- Create new data based on adequate primary research methods
- Edit and interpret new data and summarize findings into an appropriate storyline as well as illustrate findings with adequate graphs

Course outline:

- 1 Defining the research question
- 2 Conducting secondary / desk research
- 3 Conducting primary research
- 4 Structuring results

Course contributions to the MBA program goals / learning outcomes:

Goal	Learning Objectives	Course Contributions to Goal	Assessment
1 Responsible leadership in organizational contexts	1.1 Knowledge of leadership principles 1.2 Application of leadership principles 1.3 Critical reflection of leadership concepts	Students will work in teams on a number of exercises and case studies during the lecture and will have to prepare homework papers in a team effort	Participation in class, Homework papers
2 Creative problem solving skills in a complex business environment	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems (instrumental competence) 2.3 Ability to find creative solutions (systemic competence) 2.4 Ability to present problems (communicative competence)	Structuring complex business situations in several exercises, use issue tree to structure problems and pyramid principle in result presentations	Participation in class, Homework papers
3 Research Skills	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)	Introducing students to research methods is at the heart of this course	Participation in class, Homework papers
4 Management of Innovation	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies	Innovation very often is a result of understanding market needs, which is one of the most common topics of business research.	Participation in class, Homework papers
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies		

Main literature:

- Lune, H. / Berg, B.L. (2017): *Qualitative Research Methods for the Social Sciences*, Pearson, 9th ed.
- Minto, B. (2008): *The Pyramid Principle: Logic in Writing and Thinking*, Financial Times Series.
- Zelany, G. (2006): *The say it with Charts Complete Toolkit*, McGrawHill.

Teaching and Learning Approach:

The course is organized as a lecture, but throughout the course special emphasis is put on discussion and interaction with the students as well as exercises and case studies. This application-oriented approach should foster the transfer of concepts and methods learned to 'real-world' research situations the students are confronted with.

The materials – slides and questions & problems – will be distributed to the students on the e-learning platform.

Grading:

The course will be graded "passed" or "not passed". In order to pass the course not only regular attendance, but active participation is required in the lectures. In addition team homework papers have to be handed in.

Availability of the lecturer:

Prof. Dr. Frauke Sander, room W 2.4.16
e-mail: frauke.sander@hs-pforzheim.de
Office hours: available in LSP