## Course Instructor:

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## Course Description and Objectives:

The aim of this course is to offer Master’s students the opportunity to explore qualitative research and understand its academic potential and practical dimensions. Emphasis will be placed on different qualitative methods including qualitative case study research, qualitative interviews and focus group research. It will also consider analysis of qualitative data drawing on examples of relevant academic research. The course seeks a balance between practice and theory, and between action and reflection.

This course is divided into eight main parts focusing on the following topics:

1. Introduction to qualitative research, its uniqueness and theorising potential;  
2. Different types of qualitative research;  
3. Qualitative case study;  
4. Sampling in qualitative research;  
5. Qualitative interviewing;  
6. Focus Group research;  
7. Qualitative data analysis;  
8. Criteriology in qualitative research.

By the end of the course Master’s students are expected to:

1. Understand the role of qualitative research in academic research.  
2. Define qualitative case study research; consider the theoretical objectives that case study research serves.  
3. Understand that case study sampling involves multiple decisions: specify the units of analysis in case study research, select case study sampling strategies and sources of evidence.  
4. Develop an understanding on how to collect data from conducting interviews and focus group research.  
5. Understand the qualitative data analysis.  
6. Understand different criteria for assessing the quality of qualitative research.  

Each part of the course is based on an analysis and discussion of examples as well as relevant pre-readings.
Course policies and useful information:

- Lectures take place from 10:00 till 17:00 on the 18th, 24th, and 25th of April. The lunch break will be given approximately between 13:00 - 14:00. Please see all information in Moodle.
- The course will be held in English.
- Students wishing to take this course must register via u:find/u:space (with points) during the registration period. The maximum number of participants is 25.
- Registered students who, for whatever reason, are not able to take the course must de-register electronically. The latest date by which the course can be dropped is March 17th. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on April 18th (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage and Moodle for any changes in dates/times or way of connecting online.

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<tr>
<th>SESSIONS</th>
<th>AGENDA</th>
<th>READINGS (please see Reading list)</th>
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<tbody>
<tr>
<td>(1) 18.04.2024 Thursday SR 13, 10.00 – 17.00</td>
<td>Introduction to course</td>
<td>Doz, 2011</td>
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<td>Lunch break</td>
<td>Welch et al, 2011</td>
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<td>Class examples: Coviello, 2006</td>
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<td>Yousfi, 2014</td>
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<td>(2) 24.04.2024 Wednesday SR 13, 10.00 – 17.00</td>
<td>Qualitative interviews.</td>
<td>Alvesson, 2003</td>
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<td>(3) 25.04.2024 Thursday SR 13, 10.00 – 17.00</td>
<td>Class presentation. Analysis of qualitative data.</td>
<td>Williams et al, 2023</td>
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Student Assessment:

10% - Class participation
45% - Group presentation. Present and discuss an empirical article that employs qualitative research. Explain how the selected empirical paper has influenced the methodological decisions in your Master thesis. Provide a thorough analysis of the methodological choices in the article. The presentation will take place during the last day of the course, namely 25/04/2024. Groups will be announced on the first day of the course. Please select an empirical qualitative article from top tier academic journals (e.g. Academy of Management Journal, Administrative Science

45% - Provide a skeleton of the methodology chapter of your Master thesis. The skeleton should include all sections of the methodology chapter of your Master thesis together with a paragraph discussion of what you intend to discuss in each section. Length 4 pages, excluding references. Deadline 03/05/2024, 12:00 pm (noon), email to carolin.schilke@univie.ac.at.

Grading:
1 ≥ 88%
2 ≥ 75%
3 ≥ 63%
4 ≥ 50%

Reading list:

**Qualitative research**

**Qualitative case study research**


**Qualitative interviews**


Other Qualitative methods

Archival Data


Focus groups


Observation


Qualitative Data Analysis