



Subject card

Subject name and code	QUALITATIVE DATA ANALYSIS METHODS, PG_00037056						
Field of study	Economic Analytics						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2022/2023		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			5.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Marita McPhillips				
	Teachers		dr inż. Marita McPhillips				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	E-learning hours included: 0.0						
Qualitative Data Analysis Methods -Summer 22/23 - Moodle ID: 28580 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28580							
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	60	10.0	55.0	125		
Subject objectives	The aim of the course is to introduce the basic fundamentals on qualitative research methods and their practical application in the analysis of economic and business environment.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_K01] understands the need for continuous learning and, in particular, for advanced and modern tools for data analysis	A student identifies and appreciates the value of qualitative research methods in business practice			[SK2] Assessment of progress of work [SK5] Assessment of ability to solve problems that arise in practice		
	[K7_W08] knows the principles of preparing and analysing revenues and costs in enterprises and financial institutions used in preparing reports and taking management decisions	A student has knowledge on how to formulate a research problem.			[SW3] Assessment of knowledge contained in written work and projects		
	[K7_W11] has a broadened knowledge of socio-economic phenomena and processes, understanding their determinants and consequences	A student has knowledge in the key elements of the business environment that can be subject to research			[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge		
	[K7_U08] has the ability to implement analytical methods to independently propose solutions to economic problems and verify their effectiveness	A student can draw conclusions based on the qualitative data they collect.			[SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information		

Subject contents	<p>Lecture</p> <ul style="list-style-type: none"> • Introduction to qualitative research methods. • Comparison of quantitative and qualitative research methods. • Traditions and approaches in qualitative research. • Data in qualitative research methods: types and relevance. • Planning and designing qualitative research. Sampling, recruitment and ethical guidelines. • Qualitative data analysis: codes and coding. • Reporting results, computer software, validity threats. • Qualitative research techniques: individual in-depth interview, participant observation, focus group interviews, community-based research and other. • Content analysis in the era of new media and Big Data • Data documentation, management and visualization. <p>Laboratory</p> <ul style="list-style-type: none"> • Reflexivity in qualitative research. • Methods of gathering qualitative data. • Visual data and visual analysis. • Research design process. • Coding qualitative data. • CAQDAS software and its features. • Ethical issues in qualitative data analysis. • Phases of research project. • Reports and presentations. 														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 33%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Activity during class</td> <td>50.0%</td> <td>10.0%</td> </tr> <tr> <td>Research project</td> <td>50.0%</td> <td>70.0%</td> </tr> <tr> <td>Presentation</td> <td>50.0%</td> <td>20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Activity during class	50.0%	10.0%	Research project	50.0%	70.0%	Presentation	50.0%	20.0%
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Recommended reading	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Basic literature</td> <td colspan="2">Harding, J. (2013). Qualitative data analysis: From start to finish. SAGE Publications Limited. or later editions</td> </tr> </table>			Basic literature	Harding, J. (2013). Qualitative data analysis: From start to finish. SAGE Publications Limited. or later editions										
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	Supplementary literature	<p>Mason, J. (2007). Qualitative researching. Sage. or later editions</p> <p>Ciesielska, M. (2018). Qualitative Methodologies in Organization Studies Volume II: Methods and Possibilities. Springer.</p>
	eResources addresses	
<p>Example issues/ example questions/ tasks being completed</p>	<p>What is induction in qualitative research?</p> <p>What is the difference between grounded theory and narrative approach to qualitative research?</p> <p>What is the difference between analysis of textual and visual data</p> <p>What is affinity diagraming in qualitative data analysis?</p> <p>How to code data in qualitative research?</p> <p>What is the purpose of a memo in a qualitative data analysis process?</p> <p>What are the main challenges in analyzing qualitative data?</p>	
<p>Work placement</p>	<p>Not applicable</p>	