

## Postgraduate Seminar Qualitative Research

**Instructor:** Prof. Dr. Frank-Martin Belz

**Seminar Description:** Qualitative research has become an established method of inquiry in human and social sciences, including management and related fields. Qualitative papers are published in leading management journals (e.g. Academy of Management Journal). In this seminar you will learn about the nature, design, and methods of qualitative data collection and analysis. The seminar is targeted at postgraduate students (PhD and post doc researchers), who intend to employ qualitative research designs and methods.

**Objectives:** At the end of the seminar you will be able to:

1. Understand the ontological and epistemological assumptions of qualitative research;
2. Define and appreciate qualitative research designs and methods;
3. Acknowledge the difference between variance and process studies;
4. Understand case studies as one of the main approaches for qualitative research;
5. Apply qualitative research methods for data collection and analysis;
6. Employ Maxqda as a software programme for qualitative data analysis.

**Location:** TUM School of Management, Arcisstr. 21, 80333 München