

# Qualitative Data Analysis

New PhD course  
Technische Universität München  
TUM School of Management  
Summer term 2017

## Instructor

Prof. Dr. Frank-Martin Belz, Technische Universität München (TUM School of Management)

## Course Objectives

Upon the successful completion of this new PhD course the students will be able to:

1. Analyse qualitative data
2. Generalize and theorize about qualitative data
3. Write qualitative research for publication.

## Target Group

The course is targeted at PhD students, who employ qualitative research methods. Ideally, they have already collected some qualitative data regarding their doctoral thesis for the analysis in the course.

## Format

The format of the entire PhD course is very interactive in nature. Introductions to methods of data analysis will be combined with individual exercises on own data, discussing challenges of qualitative data analysis, and sharing experiences with writing qualitative research for publication.

## Readings

The main source for the course is: Miles, M.B., Huberman, A.M., & Saldana, J. (2014): Qualitative Data Analysis, 3<sup>rd</sup> ed., Sage: Thousands Oaks. Further readings, including exemplary journal articles, will be provided prior to the course.

## Recommended material

Maxqda software package and manual (<http://www.maxqda.com>)

## Time

September 25-28, 2017 (3.5 days)

## Location

Chair of Corporate Sustainability Brewery and Food Industry, Alte Akademie 14, 85354 Freising.

## Registration

Register with Jeanette Kralisch via email until August 31, 2017 ([Jeanette.Kralisch@tum.de](mailto:Jeanette.Kralisch@tum.de)). Note, that the participation is limited to 12 PhD students.