

Module Details	
Module Title:	Qualitative and Quantitative Research Methods
Module Code:	MAL7041-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Management and Law
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	20
Tutorials	15
Laboratory	5
Directed Study	160

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
To develop a comprehensive understanding of qualitative and quantitative research methods, so as to equip you to undertake doctoral level study involving qualitative, quantitative and/or mixed methods research.

Outline Syllabus
Qualitative research across the paradigms: from positivist to poststructuralist; Gathering, designing and analysing qualitative data: from computerised programmes to deconstruction and discourse analysis; Can there be reliability and validity in qualitative research?

Designing a qualitative-based study;
 Designing and developing quantitative studies;
 Analysing quantitative data; descriptive statistics; regression and correlation analyses;
 Interpretation of results – causation and association;
 Introduction and overview of SPSS;
 Mixed methods research.

Learning Outcomes

1	Demonstrate a comprehensive understanding of qualitative, quantitative and mixed methods applicable to your own doctoral research and advanced scholarship
2	A practical understanding of how established research techniques are used to create and interpret knowledge in the discipline
3	Understand how varied are the approaches to qualitative research perspectives, from positivist to poststructuralist
4	Demonstrate skills in gathering, analysing and managing qualitative and quantitative data, from computer-driven to discourse analysis
5	Design a research project using appropriate qualitative and quantitative research methods to generate, analyse and interpret new empirical data
6	Evaluate methodologies and develop critiques, and where appropriate create new hypotheses
7	Critically analyse qualitative and quantitative data using a variety of different analytical techniques; and locate those techniques within an epistemological perspective
8	Demonstrate practical skills with at least one data analysis software programme
9	Deal with complex research issues systematically and creatively, and communicate the conclusions to specialist and practitioner audiences
10	Continue to advance knowledge and understanding, and develop skills to a high level

Learning, Teaching and Assessment Strategy

With this module you will develop comprehensive practical knowledge of research methods to be able you to develop a methodology for your thesis.

Lectures will introduce concepts, theories and approaches within qualitative, quantitative and mixed methods (1 to 5 & 7 to 8). Group work will be used for developing practical skills of interviewing, observing and participating (1-3, 6), and laboratory sessions will enable you to develop an understanding of software packages for the analysis of data (2, 4, 5, 6, 8, 10). Practical exercises and presentations will allow critical reflection on the range of qualitative and quantitative research skills (1, 2, 4, 6, 7, 8, 9, 10).

The assessed work for the module will involve you building on these skills by carrying out a small empirical research project that uses both qualitative and quantitative research methods (1 to 10). All these together help achieve the over-arching aim of this module, of facilitating you to develop an expertise in qualitative and quantitative research methods.

You will write a 4000 word paper which will take the form of a journal research paper, demonstrating your increasing knowledge of research methods and the research methods literature. This will involve carrying out a small empirical research project that uses both qualitative and quantitative research methods.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework		-4000 words	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html .

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.