

PhD in Entrepreneurship and innovation

Qualitative Research Methodology (Basic Course)

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| Academic Year | 2018/2019 |
| Title | Qualitative Research Methodology (Basic Course) |
| Credits | 7 |
| Level | Phd Course |
| Scientific-Field | SECS-P/08 |
| Semester | I semester |
| Year | 1 |
| Professor | Barbara Masiello barbara.masiello@unicampania.it |
| Venue | Università degli Studi della Campania “Luigi Vanvitelli” |

SYLLABUS

Course topics

This course provides an introduction to concepts in basic Qualitative Research Methodology that are required to address studies in the Entrepreneurship and Innovation field of research. After successful completion of this course, students will have a basic understanding of objectives, advantages and disadvantages of qualitative research; methods of data collection (interviews, focus groups, participant observation, survey); and methods of qualitative data analysis (single-case study analysis; multiple-case study analysis, content analysis, QCA).

Aims

The main aims of the course are to provide students with:

- the knowledge and skills to conduct appropriate qualitative studies in the Entrepreneurship and Innovation field of research, also understanding potentialities and limitations of qualitative research;
- the basic tools needed to design a qualitative research;
- the ability to critically and autonomously interpret qualitative research articles on the basis of their research design.
- the ability to plan and use appropriate methods to undertake qualitative researches.

Teaching Materials

Academic Journals Articles.

In itinere evaluation

A mid-course task will be assigned to students to assess their comprehension of the discussed concepts.

Final Test

A “minimal paper” work based on a qualitative research method.

Teaching methods

Teaching methods emphasise interactive learning and include: flipped class, peer to peer evaluation, team working, active training.

Language

Italian and English