

## PhD in Entrepreneurship and Innovation

### Qualitative research methods (advanced)

<b>Title</b>	<b>Qualitative research methods (advanced)</b>
<b>Credits</b>	<b>4</b>
<b>Level</b>	Phd Course
<b>Scientific-Field</b>	SECS-P/7 – SECS-P/8 - SECS-P/9 - SECS-P/10 - SECS-P/11
<b>Semester</b>	II semester
<b>Year</b>	2
<b>Professors</b>	<b>Ernesto De Nito and Paolo Popoli</b> <a href="mailto:edenito@unisa.it">edenito@unisa.it</a> ; <a href="mailto:paolo.popoli@uniparthenope.it">paolo.popoli@uniparthenope.it</a>
<b>Venue</b>	Università degli Studi di Napoli Parthenope
<b>SYLLABUS</b>	

### Course topics

The module focuses on some qualitative research methodologies. In particular, we will reflect on traditional techniques and tools in the field of qualitative research: ethnographic research, the BEI, Text Data Analysis Techniques and Exploratory Analysis. We will reason, through the presentation of different researches, on the participant observation method and on the critical incident method as privileged information gathering techniques.

### Aims

The main aims of the course are to provide students with the competences related to data collecting and analysing. In particular:

- To develop a basic knowledge about the main theoretical approaches in the qualitative research;
- To reflect on different techniques and tools for the qualitative research.

### Teaching Materials

Articles published in international scientific journals that will be made available through electronic sharing systems

### *In itinere evaluation*

Class Discussion

### Final Test

Students will present a research project with a specific focus on methodology.

**Teaching methods**

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

**Language**

Italian and English