



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092031

Course / Subject Name: Qualitative Research Methods

w. e. f. Academic Year:	2025-2026
Semester:	3
Category of the Course:	Specialization Advanced Business Research (Major 1)

<b>Prerequisite:</b>	Any Graduate
<b>Rationale:</b>	This course builds critical thinking, analytical rigor, and methodological expertise needed to conduct high-quality qualitative research, supporting advanced business decisions, strategic innovation, and academic inquiry. It lays a strong foundation for those specializing in <b>Advanced Business Research</b> and aspiring to become research-driven leaders.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Explain the philosophical foundations and key concepts of qualitative research.	Understand
02	Design a qualitative research study by selecting appropriate methods and sampling strategies.	Apply
03	Conduct and manage qualitative data collection processes such as interviews, observations, and focus groups.	Apply
04	Analyze qualitative data systematically using coding, thematic analysis, and qualitative software tools.	Analyze
05	Evaluate the quality, ethical standards, and rigor of qualitative research reports and present findings effectively.	Evaluate

*\*Revised Bloom's Taxonomy (RBT)*

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092031

Course / Subject Name: Qualitative Research Methods

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<ul style="list-style-type: none"><li>Nature and Purpose of Qualitative Research</li><li>Philosophical Underpinnings: Ontology, Epistemology, Interpretivism, Constructivism</li><li>Comparison: Qualitative vs. Quantitative Research</li><li>Role of Theory in Qualitative Research</li><li>Inductive Reasoning and Grounded Theory</li><li>Key Qualitative Research Paradigms</li><li>.</li></ul>	10	17
2.	<ul style="list-style-type: none"><li>Research Questions for Qualitative Studies</li><li>Sampling Strategies: Purposive, Snowball, Theoretical Sampling</li><li>Methods:</li><li>In-depth Interviews</li><li>Focus Groups</li><li>Observations (Participant and Non-Participant)</li><li>Ethnography</li><li>Case Study Research</li><li>Netnography (Online Ethnography)</li><li>Designing Interview Guides</li><li>Practical Considerations: Access, Rapport, and Fieldwork Challenges</li><li>.</li></ul>	12	18
3.	<ul style="list-style-type: none"><li>Introduction to Coding and Thematic Analysis</li><li>Narrative Analysis</li><li>Content Analysis vs. Thematic Analysis</li><li>Grounded Theory Analysis (Open, Axial, Selective Coding)</li><li>Use of Qualitative Data Analysis Software (e.g., NVivo, Atlas.ti, MAXQDA), Speech to Text tools.</li><li>Visualizing Qualitative Data</li></ul>	13	17
4.	<ul style="list-style-type: none"><li>Validity, Reliability, and Trustworthiness in Qualitative Research</li><li>Criteria: Credibility, Transferability, Dependability, Confirmability</li><li>Ethical Considerations: Informed Consent, Confidentiality, Reflexivity</li><li>Writing and Presenting Qualitative Research</li><li>Crafting Research Narratives</li></ul>	10	18



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092031

Course / Subject Name: Qualitative Research Methods

	<ul style="list-style-type: none"><li>Publishing Qualitative Research: Academic and Practitioner Audiences</li></ul>		
5.	<b>Practical</b> <ul style="list-style-type: none"><li>Conducting Mini Fieldwork: At least 2–3 interviews or 1 focus group</li><li>Submission of Field Notes, Interview Guides, and Sample Transcripts</li></ul>	15	CEC(30 Marks)
<b>Total</b>		<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	30%	25%	15%	10%	0%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

No.	Author	Title	Publisher	Edition
1	Creswell, J. W.	Qualitative Inquiry and Research Design: Choosing Among Five Approaches	SAGE	Latest
2	Denzin, N. K., & Lincoln, Y. S.	The SAGE Handbook of Qualitative Research.	SAGE	Latest
3	Charmaz, K.	Constructing Grounded Theory.	SAGE	Latest
4	Silverman, D.	Doing Qualitative Research.	SAGE	Latest
5	Tracy, S. J.	Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact.	Wiley	Latest

### (b) Open-source software and website:

#### a) SAGE Research Methods (Qualitative Focus)

<https://methods.sagepub.com/>

(Great for case studies, methods, and video tutorials on qualitative research.)

#### b) Research Methods Knowledge Base (Qualitative and Quantitative)

<http://www.socialresearchmethods.net/>

(Simple, clear explanations of research design and data collection.)



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092031

Course / Subject Name: Qualitative Research Methods

- c) **QualPage: Resources for Qualitative Research**  
<https://qualpage.com/>  
*(Updates on qualitative research techniques, conferences, articles.)*
- d) **RQDA (R Qualitative Data Analysis)**  
<http://rqda.r-forge.r-project.org/>  
*(R-based open-source tool for managing and coding qualitative data.)*
- e) **CATMA (Computer Assisted Textual Markup and Analysis)**  
<https://catma.de/>  
*(Web-based tool for coding and analyzing texts.)*
- f) **Taguette**  
<https://www.taguette.org/>  
*(User-friendly, open-source qualitative coding tool; can be installed locally.)*
- g) **QDA Miner Lite**  
<https://provalisresearch.com/products/qualitative-data-analysis-software/freeware/>  
*(Free version of a commercial software; supports coding and analysis.)*
- h) **Weft QDA**  
<https://www.pressure.to/qda/>  
*(Lightweight and easy-to-use for basic qualitative data analysis.)*

## CO- PO Mapping:

Semester 3	Qualitative Research Methods				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	2	–
CO2	3	3	1	2	1
CO3	2	2	2	2	2
CO4	2	3	2	2	2
CO5	2	3	2	3	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

\*\*\*\*\*