



UK

SYLLABUS 2025-2026

Data Analysis - Qualitative

MODULE SPECIFICATION

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| Module Code | 2526_STG_2_EN_015 |
| Campus | Oxford |
| Department(s) | Strategy and Entrepreneurship |
| Level / Semester | Masters Year 1 (M1); Equivalent to FHEQ level 7 Semester 07 |
| Language of Instruction | English |
| Teaching Method | <input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____ |
| Pre-requisite(s)? | Writing and analytical skills (ability to synthesize ideas and write analyses) and proficiency in office tools (Word, Excel, etc.) |
| ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i> | 2 |
| Equivalent FHEQ credits | 4 |
| Study Hours | 50 hours which comprise of 14 directed learning and 36 independent learning/assessment hours |

MODULE DESCRIPTION

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| Module Aims | This module offers an in-depth exploration of qualitative research methods. It provides a rigorous framework for mastering research design, data collection, and analysis. Students will develop advanced skills in working with verbatim transcripts, identifying nuanced themes, and ensuring the validity of their research through techniques which includes triangulation and data saturation. The module critically |
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| | examines various data collection techniques, including interviews and focus groups, alongside analytical methods such as thematic and content analysis. A central focus is placed on the importance of researcher reflexivity in the interpretation of qualitative data. |
| Teaching Arrangement | The module will be delivered through an interactive and participatory approach that incorporates discussions, debates, and case studies to stimulate collaborative thinking and foster active understanding, accompanied by a blended learning approach that combines in-person classes with digital resources (videos, Learning Center Tutorials) to enable a flexible and personalised learning experience. |
| Learning Outcomes | By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Formulate and execute a rigorous qualitative research design, critically selecting and justifying methods such as in-depth interviews, participant observation, or case studies. 2. Systematically collect, analyse, and interpret complex qualitative data, demonstrating a critical awareness of analytical techniques and their theoretical underpinnings. 3. Ensure rigour and ethical integrity of qualitative research, applying advanced strategies to validate findings and uphold professional standards. 4. Synthesise and present research findings in a structured and compelling manner |
| Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i> | PGE_M_ CG01 - To be equipped with efficient business skills |
| Alignment with Programme Learning Goals | PGE_M_CG01_LO05 - To identify the appropriate methodology to solve a problem PGE_M_CG01_LO05_I02 - To select the appropriate methodological approach and data processing |

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

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| <p>Session 1: Introduction to Qualitative Methods</p> <p>Content:</p> <ul style="list-style-type: none"> • Principles and specificities of qualitative methods • Differences from quantitative methods • Researcher's position and reflexivity <p>References:</p> <ul style="list-style-type: none"> • Creswell, J.W. and Poth, C.N. (2024) <i>Qualitative inquiry and research design: Choosing among five approaches</i>. 5th edn. SAGE Publications. (Chapter 1) <p>Assignments:</p> |
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Last reviewed: 11/09/2025

- Group work (3 students maximum):
 - Read an introductory text and identify the advantages/disadvantages of qualitative methods
 - Choose a managerial issue to explore during the module

Session 2: Designing Qualitative Research

Content:

- Developing a relevant research question
- Choosing a research design (case study, ethnography)
- Sampling in qualitative research (data saturation)

References:

- Creswell, J.W. and Poth, C.N. (2024) *Qualitative inquiry and research design: Choosing among five approaches*. 5th edn. SAGE Publications. (Chapter 2)

Assignments:

- Group work: write a methodological framework

Session 3: Data Collection – Interviews and Focus Groups

Content:

- Designing an interview guide
- Focus group facilitation techniques
- Verbatim analysis and initial coding
 - Use of AI for transcription and interview analysis

References:

- Tracy, S.J. (2024) *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. 3rd edn. Hoboken, NJ: John Wiley & Sons. (Chapters 5 and 6)

Assignments:

- Conduct a semi-structured interview and transcribe an excerpt
 - Identify emerging themes
 - Collect secondary data

Session 4: Data Collection – Observation and Documentary Analysis

Content:

- Participant vs. non-participant observation
- Observation grid and note-taking
- Analysis of secondary data (archives, articles, speeches, objects, videos, etc.)

References:

- Braun, V. and Clarke, V. (2021) *Thematic analysis: A practical guide*. SAGE Publications. (Chapter 4)

Assignments:

- Write a field journal based on an exploratory observation

Session 5: Qualitative Data Analysis – Coding and Categorisation

Content:

- Vertical or horizontal analysis (open, axial, and selective coding)
- Identifying meaning units and data saturation
- Constructing analytical categories
- AI for textual data extraction and sorting

References:

- Braun, V. and Clarke, V. (2021) *Thematic analysis: A practical guide*. SAGE Publications. (Chapter 6)
- Tracy, S.J. (2024) *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. 3rd edn. Hoboken, NJ: John Wiley & Sons. (Chapter 7)

Assignments:

- Group work: transcribe and code an interview excerpt (generated by AI)
 - Develop an initial thematic coding grid

Session 6: Thematic Analysis and Data Triangulation

Content:

- Thematic analysis
- Triangulation of sources and validation of results
- Constructing an analytical narrative from qualitative data
- Critical reflection on AI automation in qualitative research

References:

- Braun, V. and Clarke, V. (2021) *Thematic analysis: A practical guide*. SAGE Publications. (Chapter 7)

Assignments:

- Write a short thematic analysis note based on collected data
 - Verify result consistency through source triangulation

Session 7: Writing and Presenting Results

Content:

- Structuring a thesis or article in qualitative research
- Verbatim excerpts and analytical argumentation
- Data visualisation
- Ethics and transparency in presenting results

References:

- Creswell, J.W. and Poth, C.N. (2024) *Qualitative inquiry and research design: Choosing among five approaches*. 5th edn. SAGE Publications. (Chapter 10)
- Tracy, S.J. (2024) *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. 3rd edn. Hoboken, NJ: John Wiley & Sons. (Chapter 9)

Assignments:

- Write a final methodological note related to the managerial issue (continuous assessment)

KEY TEXTS

1. Creswell, J.W. and Poth, C.N. (2024) *Qualitative inquiry and research design: Choosing among five approaches*. 5th edn. SAGE Publications.

SUPPLEMENTARY TEXTS

1. Tracy, S.J. (2024) *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. 3rd edn. Hoboken, NJ: John Wiley & Sons.
2. Braun, V. and Clarke, V. (2021) *Thematic analysis: A practical guide*. SAGE Publications.

MODES OF ASSESSMENT

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| Continuous Assessment (40%) | Report |
| Final Exam (60%) | Closed book written exam |

MODULE DESIGN TEAM

- Author: *Nizar Ghamgui*
- Reviewer: *Ambrose Egwuonwu*
- External Reviewer: *TBA*