

Faculty of Economic, Social and Political Sciences



ECGE1319 Seminar-workshop : Qualitative Methods in the Management Sciences

[30h+20h exercises] 5 credits

Teacher(s): Jean-Marie Jacques
Language: French
Level: First cycle

Aims

Students will be taught to develop concrete skills in one of the methods presented during the seminar. They will become familiar with the first stages of a piece of qualitative research such as: drawing up the initial research question, drawing up a sample, creating an interview grid, content analysis, document processing (retranscribing interviews, newspaper texts etc). Emphasis will be placed on understanding the links between the different stages.

Main themes

The seminar will have five main components:

1. The epistemological principles behind qualitative approaches in the Management Sciences.
2. The principal methods of acquiring qualitative data (non-numerical)
3. Data management and preparation
4. Methods of analysing qualitative data
5. Issues of reliability and validity in so-called qualitative research