



## **UGSM-MONARCH BUSINESS SCHOOL SWITZERLAND**

### **RES-600: Mixed Methods for Applied Management**

#### **Course Outline**

This course is designed to prepare graduate students with the core knowledge and skills for designing mixed-methods research in the context of applied management. Students gain an understanding of the types of mixed-methods designs and how to select the most appropriate approach for their research projects. Gaining an understanding of both the quantitative and qualitative research methods prepare students well to appreciate and apply mix-methods approach. The course emphasizes integrating quantitative and qualitative elements into mixed-methods research methodology; practice in data analysis; and integration of qualitative and quantitative data within a research write-up. Students will demonstrate the understanding of mixed-methods approach by developing a truly mixed-methods research plan that appropriately incorporates qualitative and quantitative elements.

Through the use of readings, assignments, and a research project, students will build upon their existing skills and knowledge and develop the critical competency in choosing and applying appropriate mixed-methods research approach and tools upon which to develop transferable skills and capabilities for managing applied research projects through professional practice.

## TEXTBOOK:

1. Moustakas, Clark. "Phenomenological Research Methods", Sage Publications.
2. Yin, Robert K. "Case Study Research", 4<sup>th</sup> edition, Sage Publications (2009)
3. Zikmund, W. "Business Research Methods", 7th Edition, Thomsom South Western.
4. Module A5: Mixed research methods, Christine Spratt, Rob Walker and Bernadette Robinson, Critical reviewers: Terry Allsop, Richard Freeman and Bernadette Robinson, © 2004 Commonwealth of Learning, ISBN 1-894975-14-6 (available at: <http://www.col.org/SiteCollectionDocuments/A5.pdf>)

## SOFTWARE

- MAXQDA (<http://www.maxqda.com>)
- Minitab 16 (<http://www.onthehub.com/minitab/#>)

## GRADING:

Course Grading		
Assignment #1:		10%
Assignment #2:		10%
Assignment #3:		10%
Assignment #4:		10%
Assignment #5:		10%
Mixed Methods Project		50%
	Total	<b>100%</b>

## COURSE UNITS:

The course is comprised of six units as follows (Note: Unit 2 and Unit 4 are intensive!!):

### ASSIGNMENT SCHEDULE

The assignments are primarily based upon the textbook material but other material may be made available or referenced where appropriate. The written assignments need to be completed at an appropriate level of writing with proper referencing of any material cited. The assignments should be a **minimum** of five pages (double spaced) plus any exhibits you may wish to include. A separate reference page, if necessary, is not counted as part of the page limit and so will be the case with the print outs of the software.

The final capstone report should be a **minimum** of 15 pages (double spaced) plus any exhibits you may wish to include. A separate reference page is not counted as part of the page limit. The specific topic will be agreed upon between the student and the instructor prior to the report being approved. It is student's responsibility to contact and inform the instructor about the topic.

## **Unit 1: On the Methods and Procedures of Phenomenological Research (Week 1 &2)**

- Human Science Perspectives and Models
- Transcendental Phenomenology: Conceptual Framework
- Epoche, Phenomenological Reduction, Imaginative Variation, and Synthesis
- Methods and Procedures for Conducting Human Science Research
- Phenomenological Research: Analyses and Examples
- A Phenomenological Analysis

Chapter Coverage: Moustakas's Book, Page # 1 to Page # 155

Assessment: Assignment # 1 (Cover Unit 1; Use of the software MAXQDA is a must)

## **Unit 2: Case Study Approach: Principles and Methods of Data Collection (Week 3 & 4)**

- The Case Study as a Research Strategy
- Different Kinds of Case Studies, But a Common Definition
- Criteria for Judging the Quality of Research Designs
- Case Study Designs
- Modest Advice in Selecting Case Study Designs
- The Case Study Investigator: Desired Skills
- The Case Study Protocol
- The Pilot Case Study
- Six Sources of Evidence
- Three Principles of Data Collection

Chapter Coverage: Chapters 1, 2, 3 & 4 (of Yin) + Additional study material

Assessment: Assignment # 2 (Covers Unit 2)

## **Unit 3: Analysis and Reporting of Case Studies (Week 5 & 6)**

- An Analytic Strategy: More Than Familiarity With Analytic Tools
- Specific Analytic Techniques
- Pressing for a High-Quality Analysis
- Case Study Reports as Part of Larger, Multimethod Studies
- Illustrative Structures for Case Study Compositions
- Procedures in Doing a Case Study Report
- What Makes an Exemplary Case Study?

Chapter Coverage: Chapters 5 & 6 (of Yin) + Additional study material

Assessment: Assignment # 3 (Covers unit 3)

## **Unit 4: On the Quantitative Methods (Week 7 & 8)**

- Overview and Stages of the Research Process
- The Role of Ethics in Business and Management Research
- Problem Definition and Research Proposal
- Relevance and Significance of Secondary Data
- Overview of Survey Research
- Data collection through Experimental Research
- Measurement and Scaling Concepts
- Questionnaire Design
- Sampling Design and Sampling Procedures
- Determination of Sample Size

Chapter Coverage: chapters 1 to 6, 8 9, 12, 13, 15, & 16,

Assessment: Assignment # 4

## **Unit 5: Data Analysis and Presentation I (Week 9 & 10)**

- Descriptive Statistics
- Univariate Statistics
- Bivariate Analysis: Tests of Difference
- Bivariate Analysis: Measure of Association

Chapter Coverage: chapters 20, 21, 22 and 23 + Additional study material

Assessment: Assignment # 5 (use of Minitab software is a Must)

## **Unit 6: Mixed Methods in Action (Week 11 & 12)**

Integrative Overview of Mixed Research Methods

Assessment: Final Assignment: A Single Mixed Methods Research Project Report (use of MAXQDA & Minitab is a must)

### **FINAL MIXED RESEARCH PROJECT REPORT**

The report will represent a comprehensive analysis of a topic agreed upon by the student and instructor once the course has begun. Reading of **Module A5: Mixed research methods**, is essential for this assignment. The report will involve identification of issue, literature review and hypotheses development, methodology, coding and data analysis (use of MAXQDA and Minitab is a must), and presentation of recommendations. The report needs to be written at an appropriate level and will include a properly formatted reference section and an appendix for the print out of the software used.