

Academic Year	2020/2021
Course Title	Qualitative Research Methodology (Basic Course)
Credits	7
Level	Phd Course
Scientific-Disciplinary Sector	SECS-P/08
Semester	I semester
Course Year	1
Professor	Barbara Masiello barbara.masiello@unicampania.it, Mariapina Trunfio mariapina.trunfio@uniparthenope.it
Venue	Università degli Studi della Campania Luigi Vanvitelli, Università degli Studi di Napoli Parthenope

PROGRAMMA

Course contents

This course provides an overview of the Qualitative Research Methodology for the social sciences and presents basic methods for the qualitative analysis in the Entrepreneurship and Innovation field of research. After successful completion of this course, students will have a basic understanding of objectives, advantages and disadvantages of qualitative research; methods of data collection (interviews, narrative interviews, focus groups, participant observation, survey; mixed methods); and methods of qualitative data analysis (single-case study analysis; multiple-case study analysis, content analysis, narrative approach and storytelling); research design and academic paper structure.

Aims

The main aims of the course are to provide students with:

- the knowledge and skills to conduct appropriate qualitative studies in the Entrepreneurship and Innovation field of research, also understanding potentialities and limitations of qualitative research;
- knowledge and basic tools to design a qualitative research and organize an academic paper;
- the ability to critically and autonomously interpret qualitative research articles on the basis of their research design.
- the ability to plan and use appropriate methods to undertake qualitative researches.

Materials

Academic Journals Articles.

In itinere evaluation

Mid-course tasks will be assigned to students to assess their comprehension of the discussed concepts.

Final Test

A “minimal paper” work based on a qualitative research method.

Teaching methods

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

Language

Italian and English