



TEACHING PLAN

Graduate Program: Business Management		
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate		
Discipline: Qualitative Research Methods for Business Administration		Discipline code: ENST10295
Professor: Janette Brunstein / Silvia Márcia Russi de Domenico		DRT: 1125417/1115566
Workload: 48h	Credits: 4	<input checked="" type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
Syllabus: Study of the history, traditions and theoretical foundations of qualitative research. Understanding the different types of qualitative research strategies in business administration. Understanding of the usual procedures of data collection and analysis. Characterization of the writing of the qualitative study.		
Assessment Criteria: The following aspects will be considered: <ul style="list-style-type: none">• Participation in the discussions, through previous reading of the texts and, in other activities, eventually proposed in the classroom• Intermediate works (Presentations)• Final work (Written).		
Bibliography: CASSELL, C.; SYMON, G. (ed.) Essential guide to qualitative methods in organizational research. London: SAGE, 2004. CRESWELL, John W.; CRESWELL, J. David. Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications, 2017. DENZIN, N.K.; LINCOLN, I. S. The Sage Handbook of Qualitative Research. Londres: Sage, 5th Edition, 2018. GEPHART, R. From the editors: qualitative research and the Academy of Management Journal. Academy of Management Journal , v. 47, n. 4, p. 454-461, 2004. GUBRIUM, J. F.; HOLSTEIN, J. A. (ed.) Handbook of interview research: context & methods. Thousand Oaks, CA: Sage, 2001. LOFLAND, John; LOFLAND, Lyn H. Analyzing social settings. Belmont, CA: Wadsworth Publishing Company, 2006. SILVERMAN, David (Ed.). Qualitative research. Sage, 2016.		