



MACKENZIE PRESBYTERIAN UNIVERSITY

Social and Applied Sciences Centre
Graduate Program in Business Management

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 in Organizations and Management		Discipline code: ENST52464
Professor: Almir Martins Vieira and Janette Brunstein		DRT: 1164366 / 1125417
Workload: 32h	Credits: 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective
Syllabus: History, traditions and theoretical foundations of qualitative research. Different types of qualitative research strategies in business administration studies. Usual data collection procedures. Data analysis in qualitative studies. Qualitative research planning and project design. The writing of the qualitative study.		
Assessment Criteria: 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 . London: 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. MERRIAM, S. B. Qualitative research in practice . Examples for discussion and analysis. San Francisco: Jossey-Bass, 2002. SYMON, G.; CASSELL, C.; JOHNSON, P. Evaluative practices in qualitative management research: a critical review. International Journal of Management Reviews , v.20, p.134-154, 2018.		