

Module Details	
Module Title	Qualitative and Quantitative Research Methods
Module Code	MAL7041-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Laboratories	5
Tutorials	15
Lectures	20
Directed Study	160

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To develop a comprehensive understanding of qualitative and quantitative research methods, so as to equip you to undertake doctoral level study involving qualitative, quantitative and/or mixed methods research.

Outline Syllabus
Qualitative research across the paradigms: from positivist to poststructuralist; Gathering, designing and analysing qualitative data: from computerised programmes to deconstruction and discourse analysis; Can there be reliability and validity in qualitative research? Designing a qualitative-based study; Designing and developing quantitative studies; Analysing quantitative data; descriptive statistics; regression and correlation analyses; Interpretation of results - causation and association; Introduction and overview of SPSS; Mixed methods research.

Learning Outcomes

Outcome Number	Description
01	Demonstrate a comprehensive understanding of qualitative, quantitative and mixed methods applicable to your own doctoral research and advanced scholarship
02	A practical understanding of how established research techniques are used to create and interpret knowledge in the discipline
03	Understand how varied are the approaches to qualitative research perspectives, from positivist to poststructuralist
04	Demonstrate skills in gathering, analysing and managing qualitative and quantitative data, from computer-driven to discourse analysis
05	Design a research project using appropriate qualitative and quantitative research methods to generate, analyse and interpret new empirical data
06	Evaluate methodologies and develop critiques, and where appropriate create new hypotheses
07	Critically analyse qualitative and quantitative data using a variety of different analytical techniques; and locate those techniques within an epistemological perspective
08	Demonstrate practical skills with at least one data analysis software programme
09	Deal with complex research issues systematically and creatively, and communicate the conclusions to specialist and practitioner audiences
10	Continue to advance knowledge and understanding, and develop skills to a high level

Learning, Teaching and Assessment Strategy

We will have face to face teaching, but if travel is not allowed, we will have to follow govt guidelines and have them online.

With this module you will develop comprehensive practical knowledge of research methods to be able you to develop a methodology for your thesis.

Lectures will introduce concepts, theories and approaches within qualitative, quantitative and mixed methods (1 to 5 & 7 to 8). Group work will be used for developing practical skills of interviewing, observing and participating (1-3, 6), and laboratory sessions will enable you to develop an understanding of software packages for the analysis of data (2, 4, 5, 6, 8, 10). Practical exercises and presentations will allow critical reflection on the range of qualitative and quantitative research skills (1, 2, 4, 6, 7, 8, 9, 10).

The assessed work for the module will involve you building on these skills by carrying out a small empirical research project that uses both qualitative and quantitative research methods (1 to 10). All these together help achieve the over-arching aim of this module, of facilitating you to develop an expertise in qualitative and quantitative research methods.

You will write a 4000 word paper which will take the form of a journal research paper, demonstrating your increasing knowledge of research methods and the research methods literature. This will involve carrying out a small empirical research project that uses both qualitative and quantitative research methods.

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Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Journal research paper	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.