



UNIVERSITI TEKNOLOGI MARA

BRM921: Qualitative Methods for Diagnosis and Assessment

Course Name (English)	Qualitative Methods for Diagnosis and Assessment APPROVED
Course Code	BRM921
MQF Credit	4
Course Description	This qualitative research course aims to provide students with basic understanding of qualitative methodologies relevant for doctoral research. It sets out to provide both fundamental comprehension of qualitative methodologies and also an appreciation of the key analytical procedures necessary in undertaking basic research. This course therefore is designed to tackle basic queries pertinent to qualitative research whilst understanding the conduct of qualitative methods from the point of identifying the relevance, conceptualizing and collecting data, analyzing, and presenting research findings. At the end of the course, students should be able to appreciate the relevance of qualitative methods in research and its applications for both applied and fundamental studies.
Transferable Skills	<ol style="list-style-type: none"> 1. A reflective learner undertake independent and self directed study and learning. 2. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. 3. Communicate effectively with others. 4. Identify and present material and the evidence-base to support a reasonable argument.
Teaching Methodologies	Lectures, Discussion, Presentation, Small Group Sessions , Journal/Article Critique
CLO	<p>CLO1 CLO1: Explain the demands of qualitative research in business applications</p> <p>CLO2 CLO 2: Integrate relevant literature in an ethical and professional manner to conceptualize theory building research.</p> <p>CLO3 CLO 3: Perform effective communication skills in interpreting research findings using specific qualitative methods.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction and Research Philosophy 1.1) N/A	
2. Research Design and Process 2.1) N/A	
3. Research Questions and Literature Review 3.1) N/A	
4. Ethics in Research 4.1) N/A	
5. Qualitative Research Approaches - Case Study and Ethnography 5.1) N/A	
6. Qualitative Research Approaches - Phenomenology and Grounded Theory 6.1) N/A	
7. Working with Qualitative Data 7.1) N/A	
8. Qualitative Data Analysis - Coding and Thematic Analysis 8.1) N/A	
9. Qualitative Data Analysis - Content Analysis 9.1) N/A	

10. Developing Propositions and Framework

10.1) N/A

11. Writing a Qualitative Thesis

11.1) Evaluation of qualitative thesis

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Methodological Critique	20%	CLO1
	Assignment	Results analysis write-up	30%	CLO3
	Journal/Article Critique	Articles using qualitative methodologies are used as discussion points.	30%	CLO2
	Presentation	Framework Development and Analysis Presentation	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Erikson, P & Kovalainen, A 2016, <i>Qualitative Methods in Business Research</i>, 2nd Ed., Sage Publications USA • Patton, M.Q. 2015, <i>Qualitative Research and Evaluation Methods</i>, 2nd Ed., Sage Publications USA
	Reference Book Resources	<ul style="list-style-type: none"> • Creswell, J.W. & Poth, C.N 2017, <i>Qualitative Inquiry and Research Design</i>, 4th Ed., Sage Publications USA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	