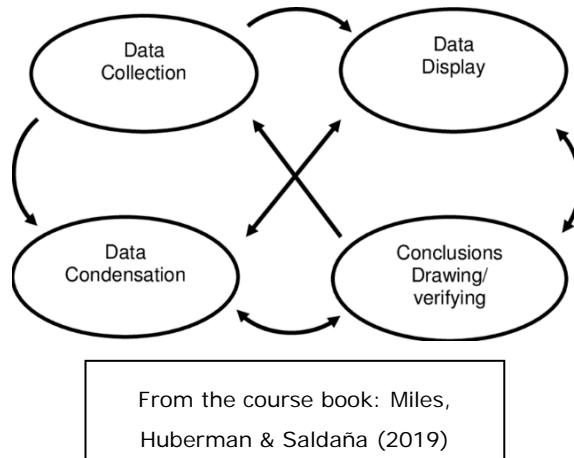Course syllabus for

PM11: Qualitative Data Analysis for Product Realisation Research

Syllabus adopted 2019-02-18 by Professor Bengt-Göran Rosén, Produktion2030 Head of Education

From the course book: Miles, Huberman & Saldaña (2019)

Credits	7.5 hec
Grading scale	Satisfactory/not satisfactory
Education cycle	Third-cycle
Examiner	Associate Professor Peter E. Johansson, Jönköping University
Eligibility	A Master's degree in production engineering or equivalent
Prerequisites	Research methodology course/knowledge (required). Qualitative data to do analysis on (preferable).
Aim	The aim of the course is to increase participants understanding of key concepts, and to develop their competence and skills in how to perform qualitative analysis. The participants will develop an ability to judge and evaluate the choice of analytical method applied to an adequate set of empirical data. Furthermore, the course aims at increasing the participants' understanding of the premises for publishing results based on qualitative data analysis in scientific journals.

Intended learning outcomes	After completion of the course the course participant should be able to

Knowledge and understanding
- describe different types of qualitative data analysis and its origin, application, as well as its advantages and disadvantages
- explain the requirements imposed on empirical data and its consequences for the possibility of analysis

Competence and skills
- apply different types of inductive and theoretical analysis to an empirical material
- present the outcomes of qualitative data analysis in writing, adapted to scientific journals

Judgement and approach
- critically discuss the strengths and weaknesses of a conducted empirical analysis
- evaluate the relevance of different types of analytical methods related to different types of research questions

Course content	In this course the participants get familiarized with, and learn how to use, a range of techniques and methods for qualitative data analysis, for example:

- content analysis,
- thematic analysis,
- inductive analysis,
- deductive analysis,
- grounded theory,
- Gioia-analysis,
- ethnographic analysis, and
- narrative analysis.

During the course, the participants will also be introduced to tools and software that supports qualitative data analysis, such as Nvivo and Ddose.

Course organisation	The course is divided into 5 course sessions, including the course introduction.

Examination	GRU1: Individual examination, written and oral, with focus on key concepts, methods and approaches in qualitative analysis (examination of the course literature).

SEM1: Group examination, oral, planning and completion of a seminar with focus on selected technique for qualitative data analysis. (Assignment 1)

INL1: Individual examination, written and oral, analysis of empirical data and reflection on the result, including presentation of results from analysis of qualitative data. (Assignment 2).

Literature

Course books:
Miles, M., Huberman, M. & Saldana J. (2019). Qualitative Data Analysis. A Methods Sourcebook, Thousands Oaks, CA: Sage Publications Inc.

Wertz, F.J, Charmaz, K., McCullen, L.M., Josselson, R. Anderson, R., & McSpaden, E. (2011). Five Ways of Doing Qualitative Analysis, New York: The Guildford Press.