

Seminar

Qualitative Methods

General Information

Lecturers:	Prof. Dr. Ali Aslan Gümüşay (quemuesay@lmu.de), Prof. Dr. Helene Tenzer (tenzer@lmu.de)
Time & Location:	13.05.2025 – 15.09.2025 and individual appointments
Credits:	MBR course (A/I module), counts as 2 contact hours. Grades will be based on a presentation and written assignment.

Course Description

This course provides an introduction to qualitative research in business and management, equipping MBR students with the conceptual understanding and methodological skills necessary to design and conduct qualitative studies. Students will explore the philosophical foundations of qualitative research, its suitability for different research questions, and key quality criteria. The course will cover ethnographic methods and qualitative interview studies, guiding students step by step through research design, sampling, data collection, qualitative data analysis (including software applications), and theorizing based on qualitative data. The integration of qualitative and quantitative methods will also be discussed.

The course aims to foster students' interest in qualitative research and develop their ability to critically engage with qualitative literature. Through hands-on exercises and collaborative project work, students will gain practical experience in engaging with as well as designing qualitative studies, enabling them to apply qualitative methods confidently in their own dissertation projects specifically and the academic journey more generally.

Assignment and Grading

Students are expected to actively participate in class discussions, as well as to prepare and present a written assignment. In groups of 2-4, they should develop a qualitative research study on a topic of choice within management research. The study should include an introduction, a literature review, a research design, data collection and analysis, and a findings section. The core focus is on the latter: research design, data collection, analysis and findings. Students should collect data themselves by using appropriate qualitative methods such as interviews, observations, or document analysis covered in the course. They should provide a well-structured analysis and highlight key themes that emerge from the data. The study should have between 4000-6000 words including references. Students will present their projects in class on July 15th and 16th, 2025. This presentation will account for 30% of the grade. Every group member has to present. The remaining 70% will be based on the written group assignment, which must be submitted by September 15th, 2025.

Schedule

The seminar will be held in person on the dates listed below. Attendance to all scheduled meetings of the course is mandatory. The final schedule for presentations will be announced in class.

Date	Time	Room	Content	Lecturer
13.05.2025	09:00 – 13:00	Tba	Course introduction, the qualitative research paradigm: philosophy of social science, method overview, templates, reflexivity, ethics Group formation	Gümüşay
14.05.2025	09:00 – 13:00	Tba	Engaging with qualitative research publications, doing ethnography Group project ideation Publishing an ethnographic study (Dr. Monica Nadegger)	Gümüşay
20.05.2025	09:00 – 13:00	Tba	Designing a qualitative interview study: choosing a research site, sampling, interviewing Publishing a qualitative study on A+ level: Project walk-through (Dr. Lukas Vogelgsang)	Tenzer
21.05.2025	09:00 – 13:00	Tba	Analyzing and theorizing from qualitative data: qualitative data analysis, iterating between data and literature, inductive and abductive reasoning Combining qualitative and quantitative methods (Prof. Dr. Thorsten Sellhorn) Next steps for group project	Tenzer
24./25. 06.2025	Individual appointments	Tba / online	Initial feedback	Gümüşay and Tenzer
15.07.2025	09:00 – 13:00	Tba	Project presentations	Gümüşay and Tenzer
16.07.2025	09:00 – 13:00	Tba	Project presentations	Gümüşay and Tenzer
15.09.2025	12:00	Email	Due date written assignments	Gümüşay and Tenzer

Further information

- The course is held in English.
- Attendance to all sessions of the course is mandatory.
- The number of participants is limited to 20.
- Suggested readings for the course and a list of relevant literature will be given before class and included in the seminar slides.