

Amsterdam Business Research Institute

**Qualitative Data Analysis for Business
and Management Research**

Course Manual

Academic year 2025 - 2026



Course title	Qualitative Data Analysis for Business and Management Research
Coordinator(s)	Dr. M. Soekijad
Lecturer(s)	Dr. M. Soekijad
Study period	May 2026 – June 2026 (Period 5 and 6)
ECTS	5 ECTS
Tuition	€1250 20% discount on early bird registration: €1000

Course Objective Participants develop hands-on experience conducting various elements of qualitative research that eventually aims at publishing qualitative research. Each session has its own detailed learning outcomes, as explained in the (long) course manual.

Overall, after successful completion of the course, students will:

- Know what characterizes high-quality qualitative research
- Be able to iteratively (re)design and plan a qualitative research study and formulate judgements about designs in writing and verbally
- Have practiced with a variety of qualitative methods and techniques (related to data collection and analysis)
- Be able to write up a qualitative study and provide good arguments for certain method related choices (including memos)
- Be able to discuss qualitative research methods with peers

Course content The course enables participants to conduct in-depth, analytical, complexity-structuring qualitative empirical research, with a strong focus on the iterative process of data analysis. By going through several 'iterative cycles' during the course, participants will learn to conduct the various parts of qualitative research that fit with the elements of a qualitative research publication (design, methods, literature, empirical findings, discussion/ analysis, conclusion).

Participants will do their individual research project during the course. They will develop and use the technique of 'memo writing' in order to fine-tune and further develop their project. They will also get acquainted with aspects of qualitative methods and techniques to do research in business administration, such as case studies, ethnography, grounded theory, interviews, observations, or online data.

This advanced course is based on seminal work in journals such as AMR, AMJ, OSci, JMS, SMJ, ASQ, MISQ and taught by faculty who will

use their own practical experience with publishing qualitative research.

Teaching Methods The course consists of 1 long session per week, for 6 weeks, in the form of interactive tutorials and feedback sessions.
There are many in-class exercises that participants need to participate in, while in parallel, they work on their graded assignments, as part of their project. The main aim is to develop the participants' hands-on experience with doing qualitative research.

Assessment Participants have to hand in 4 individual assignments for grades; the final grade is the weighted average of all partial grades and must be a 5.5 or higher to successfully pass the course. The assignments and exact evaluation criteria for grading are explained in the (long) course manual and discussed during the sessions.

Additional conditions to pass the course:

Class attendance is a mandatory requirement of this course; being absent for more than two sessions leads to failing the course. Besides attendance, a number of mandatory in-class assignments need to be handed in (not for grades). Active participation in discussions in class is expected as research is engaging in a debate and a willingness to do so should also be shown in class.

Resit: it is possible to resit assignments 1,2 and 3, capped to 6, but not assignment 4. If you don't want/need an actual grade, but just a pass > inform both ABRI and the teacher BEFOREHAND.

Literature A set of academic articles will be made available via Canvas.
The literature is assumed to have been read prior to each session.

Target Audience This course is only available for research master and (pre-)PhD candidates. All participants are expected to be proficient in English.

Schedule

This course (most likely) takes place on Tuesdays (from 13.30 - 17.30), except for the last day(!):

May:

Tue 19 May 13.30-17.30 // room: HG-14A20

Tue 26 May 13.30-17.30//room HG-05A16

June:

Tue 2 Jun 13.30-17.30 // room: HG-14A20

Tue 9 Jun 13.30-17.30 // room: HG-14A20

Tue 16 Jun 13.30-17.30 // room: HG-14A20

Mon 22 Jun 10.00-14.00 // room: HG-14A37