A. GENERAL INFORMATION

Instructor: Dipankar Chakravarti
CRN: NVC(BXBR): 61710; Blacksburg: 61706
Office/E-mail: NVC 354; dchakra1@vt.edu
Phones: Office: 703.538.8418; Cell: 720.938.7536; Home: 443.546.1042 (emergencies)
Office Hours: By appointment
Class Meetings: Days and Times as per Class Schedule
Pre-requisites: Instructor consent
Teaching Assistant: Stephen Hood
Classroom/Phone: NVC: 219; Tech Support: 703-538-8487
Zoom Link: https://virginiatech.zoom.us/j/4435461042

B. COURSE MATERIAL

There are two recommended textbooks for this course.


C. COURSE OBJECTIVES

This is an advanced course in qualitative and survey methods relevant to basic and applied research problems in business. The course is not an introductory research methods course. Students should have a serious interest in how social science research is conceived, conducted, implemented, and interpreted in business contexts. Working knowledge of basic statistics is assumed. Students will also require a good understanding of substantive business contexts. The specific course objectives are to help students develop the skills to:

- translate basic/applied business issues into appropriate academic research questions;
- identify the appropriate method(s) of investigation for a range of business research questions;
- evaluate governing principles, and merits and limitations of qualitative and survey research approaches;
- recognize the independent and supporting roles of qualitative and survey research in business contexts;
- design and conduct business research studies using qualitative and/or survey methods;
- interpret the research results, assess the substantive meaning and implications of the findings; and
- situate business research in its broader applied social research context.

D. COURSE MECHANICS AND GRADING

The course will meet as specified in the class schedule. Class meetings will involve lectures, discussion, critical analysis and synthesis of assigned readings. Students must stay current with reading assignments and contribute to class discussion. Grades will be based on the following items:

- Class Participation: 10%;
- Qualitative Research Project 30%;
- Survey Research Project: 30%; and
- Final Take-home Examination: 30%.
### E. CLASS SCHEDULE OVERVIEW  
[R = Residential sessions; Remote sessions in Purple]

#### MODULE I: QUALITATIVE RESEARCH METHODS

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/17</td>
<td>FR</td>
<td>Course Organization and Overview</td>
</tr>
<tr>
<td>05/18</td>
<td>SA</td>
<td>Qualitative Research Methods: Overview and Epistemological Stances</td>
</tr>
<tr>
<td>05/24-25</td>
<td></td>
<td>Memorial Day Break</td>
</tr>
<tr>
<td>06/01-02</td>
<td></td>
<td>Review Project Assignment</td>
</tr>
<tr>
<td>06/08-09</td>
<td></td>
<td>Review Project Assignment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/18</td>
<td>SA</td>
<td>Depth Interviews: Concepts &amp; Processes</td>
</tr>
<tr>
<td>06/08-09</td>
<td></td>
<td>Review Project Assignment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/18</td>
<td>SA</td>
<td>Qualitative Research Project Assignment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/14</td>
<td>FR</td>
<td>Group Interviews – Concepts and Processes</td>
</tr>
<tr>
<td>06/15</td>
<td>SA</td>
<td>Ethnography: Concepts and Processes</td>
</tr>
<tr>
<td>06/21-22</td>
<td></td>
<td>Review Project Assignment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/14</td>
<td>FR</td>
<td>Group Interviews – Variations and Computer Mediated Processes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/15</td>
<td>SA</td>
<td>Ethnography: Concepts and Processes</td>
</tr>
<tr>
<td>06/29</td>
<td>SA</td>
<td>Ethnography: Analysis, Interpretation &amp; Writing (contd.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/12</td>
<td>FR</td>
<td>Case Studies and Clinical Research</td>
</tr>
<tr>
<td>07/13</td>
<td>SA</td>
<td>Qualitative Research with Archival and Secondary Sources</td>
</tr>
</tbody>
</table>

#### MODULE II: SURVEY RESEARCH METHODS

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/13</td>
<td>SA</td>
<td>Measurement: Representational Concepts</td>
</tr>
<tr>
<td>07/15</td>
<td>M</td>
<td>Submit Qualitative Research Project Assignment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/19</td>
<td>FR</td>
<td>Graph and Set Theoretic Representation</td>
</tr>
<tr>
<td>07/20</td>
<td>SA</td>
<td>Measurement: Psychometric Perspectives</td>
</tr>
<tr>
<td>07/26</td>
<td>FR</td>
<td>Contemporary Survey Research</td>
</tr>
<tr>
<td>07/27</td>
<td>SA</td>
<td>Survey Implementation: Mail and Internet</td>
</tr>
<tr>
<td>07/27</td>
<td>SA</td>
<td>Other Basic Sampling Approaches</td>
</tr>
<tr>
<td>07/27</td>
<td>SA</td>
<td>Advanced Sampling Methods</td>
</tr>
<tr>
<td>07/27</td>
<td>SA</td>
<td>Applied Sampling – Current and Emerging Issues</td>
</tr>
</tbody>
</table>

#### MODULE III: SYNTHESIS AND SUMMARY

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Session 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/02</td>
<td>F</td>
<td>Meta-Analysis and Effect Size: Concepts</td>
</tr>
<tr>
<td>08/03</td>
<td>SA</td>
<td>Meta-Analysis and Effect Size: Applications</td>
</tr>
<tr>
<td>08/09-10</td>
<td></td>
<td>No class</td>
</tr>
<tr>
<td>08/12</td>
<td>M</td>
<td>Submit Survey Research Project</td>
</tr>
<tr>
<td>08/19</td>
<td>M</td>
<td>Submit Final Examination</td>
</tr>
</tbody>
</table>
F. DETAILED CLASS SCHEDULE AND READING ASSIGNMENTS

The class schedule and reading list follows. Students are responsible for staying in touch with daily course progress and for securing course materials handed out in class. Titles under “Additional References” are suggestions for independent reading. Work on course projects should proceed concurrently with coursework so that deadlines are met.

MODULE I: QUALITATIVE RESEARCH METHODS

05/17R FR Session 1: Course Organization and Overview  
Session 2: Qualitative Research Methods: Overview and Epistemological Stances

2. Taylor, Bogdan and Devault, Chapters 1-2

Additional References:

05/18R SA Session 3: Depth Interviews: Concepts and Processes  
Session 4: Course Project Assignment

1. Taylor, Bogdan and DeVault, Chapters 3-4

Additional References:

05/24-25 No class: Memorial Day Break
06/01-02 No class: Review Project Assignment
06/08-09 No class: Review Project Assignment Remote Tutorial (TBA)

06/14 FR Session 5: Group Interviews – Concepts and Processes  
Session 6: Group Interviews – Variations and Computer Mediated Processes


Additional References:
Session 7: Ethnography: Concepts and Processes
Session 8: Ethnography on the Internet


Additional References:

Session 9: Ethnography: Analysis, Interpretation & Writing
Session 10: Ethnography: Ethics, Politics, and Emerging Issues

1. Taylor, Bogdan and DeVault, Chapters 5-7; Appendix 1-2

Additional References:

Session 11: Case Studies and Clinical Research
Session 12: Qualitative Research with Archival and Secondary Sources


Additional References:
MODULE II: SURVEY RESEARCH METHODS

07/13R  SA  Session 13: Measurement: Representational Concepts  
Session 14: Spatial and Nonspatial Representations


Additional References:

07/15  M  Submit Qualitative Research Project Assignment (E-mail to hoodste@vt.edu by 6.00 p.m. EST)

07/19  FR  Session 15: Graph and Set Theoretic Representations  
Session 16: Measurement: Psychometric Perspectives


Additional References on Psychometric Measurement Topics::
Brennan (2001), *Generalizability Theory* (Springer)
Slaney (2017), “Validating Psychological Constructs (Palgrave)

07/20  SA  Session 17: Survey Research: A Contemporary Introduction  
Session 18: Survey Instrumentation: Questionnaire Design

1. Dillman, Smyth and Christian, Chapters 1, 2 & 3
2. Dillman Smyth and Christian, Chapters 4, 5 and 7; Skim Chapter 6

07/26R  FR  Session 19: Survey Implementation: Self Administration (Mail and Internet Surveys)  
Session 20: Survey Implementation: Administered & Mixed Mode Interviews

1. Dillman, Smyth and Christian, Chapters 9 and 10
2. Dillman Smyth and Christian, Chapters 8 and 11

07/26R FR

Session 21: Simple Random Sampling
Session 22: Other Basic Sampling Approaches [Session to go until 7.30 p.m.]


07/27R SA

Session 23: Advanced Sampling Methods


07/27R SA

Session 24: Applied Sampling – Current and Emerging Issues


MODULE III: SYNTHESIS AND SUMMARY

08/02R FR

Session 25: Meta-Analysis and Effect Size: Concepts
Session 26: Meta-Analysis and Effect Size: Applications [Session to go until 7.30 p.m.]


Additional References:

   Chapters 3-10: Meta-Analysis of Correlations, Experimental Effects and Other Dichotomous Comparisons.
   (Chapters 9 -14: General Issues in Meta-Analysis).

08/03R SA

Session 27: Validity and the Research Process
Session 28: Course Summary & Final Exam Review


08/12 M Submit Survey Research Project
08/19 M Submit Final Examination
(E-mail to hoodste@vt.edu by 6.00 p.m. EST on specified date)