

Amsterdam Business Research Institute

**Introduction to Qualitative Research in Business and Management**

Course Manual

Academic year 2024- 2025



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| <b>Course title</b>               | Introduction to Qualitative Research in Business and Management  |
| <b>Coordinator(s)</b>             | dr. Pursey Heugens   |
| <b>Lecturer(s)</b>                | dr. Pursey Heugens   |
| <b>Study period</b>               | October 2024– December 2024 (Period 2)   |
| <b>ECTS</b>                       | 5 ECTS   |
| <b>Tuition</b>                    | €1250<br>20% discount on early bird registration: €1000  |
| <b>Course Objective</b>           | This course will be offered in cooperation with the Erasmus Research Institute of Management (ERIM): <a href="https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003">https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003</a> |
| <b>Course content</b>             | This course will be offered in cooperation with the Erasmus Research Institute of Management (ERIM): <a href="https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003">https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003</a> |
| <b>Teaching Methods</b>           | This course will be offered in cooperation with the Erasmus Research Institute of Management (ERIM): <a href="https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003">https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003</a> |
| <b>Assessment</b>                 | This course will be offered in cooperation with the Erasmus Research Institute of Management (ERIM): <a href="https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003">https://eur.osiris-student.nl/onderwijscatalogus/extern/cursus?collegejaar=2024&amp;cursuscode=BERMMC003</a> |
| <b>Target Audience</b>            | This course is only available for research master and PhD students. All participating students are expected to be proficient in English.   |
| <b>Schedule</b>                   | Wednesday, 13 <sup>th</sup> November, 20 <sup>th</sup> November, 27 <sup>th</sup> November, 4 <sup>th</sup> December, 11 <sup>th</sup> December, from 9.00 to 16:45  |
| <b>Custom Course Registration</b> | Students affiliated with ABRI will be able to follow this course free of charge. Students from other programmes may be required to cover the tuition fee at Erasmus Research Institute of Management (ERIM).   |

**Explanation Canvas**

Please note that in addition to registration in the course at VU, students will have to be registered to obtain access to the course website on Canvas at Erasmus University.