

Valid for 2022.FS

Module Name: Qualitative Methods		
Module Code	w.MA.XX.QLM-PiE.19HS	
Module Description	The aim of empirical research is to generate knowledge through direct and indirect experience and observations. Such empirical evidence can be analyzed qualitatively or quantitatively. While quantitative research tests hypotheses, qualitative methods generate hypotheses, e.g., by identifying meaning patterns and processes from the point of view of those affected. This module focuses on qualitative methods. In particular, it introduces students to various approaches of conducting qualitative research projects such as interviews and observations. Additionally, the module provides students with a solid background concerning the design, administration, and analysis of survey strategies as a link to quantitative methods.	
Program and Specialization	Banking and Finance (PiE)	
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012	
Module Category	Module Type: Compulsory	
ECTS	3	
Organizational Unit	W Institut für Wealth & Asset Management	
Module Coordinator	Kremena Bachmann (bahm)	
Deputy Module Coordinator	Johannes Höllerich (hoe)	
Prerequisite Knowledge	-	
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence	
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change	
Module Learning Objectives	Students... § will learn to select appropriate empirical methods to address a specific research question § will learn to gather, analyze, and draw conclusions from qualitative data § will learn to define and operationalize constructs and variables for survey research § will learn to assess the quality of qualitative and survey measures § will learn to discuss competently issues associated with the theory, design, implementation, and reporting of empirical research	
Module Content	§ Qualitative versus quantitative research methods § Qualitative methods § Survey methods	
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.OBFD-PiE.19HS w.MA.XX.QNM-PiE.19HS	
Methods of Instruction	§ Lecture § Problem-Oriented Teaching § Explorative Learning	Social Settings Used: Group Work
Digital Resources	Teaching Materials	

Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	32 h	
Seminar	-	-	
Total	28 h	32 h	30 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Final report	Grade	-	100,00 %
Talk/oral presentation	Pass/Fail	20	-
Talk/oral presentation	Pass/Fail	20	-
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 100%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	To be admitted to writing the final report, a student must pass both oral exams.		