

Valid for 2022.FS

| <b>Module Name: Qualitative Methods</b>                     |  |  |
|---|--|--|
| Module Code   | w.MA.XX.QLM.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 is dedicated to qualitative methods. In particular, it introduces participants 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  |  |
| 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   | <b>Module Type:</b><br>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<br>§ Methodological Competence<br>§ Social Competence<br>§ Self-Competence   |  |
| Contribution to Program Learning Objectives                 | Professional Competence<br>§ Knowing and Understanding Content of Theoretical and Practical Relevance<br>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance<br>§ Evaluate Content of Theoretical and Practical Relevance<br>Methodological Competence<br>§ Problem-Solving & Critical Thinking<br>§ Scientific Methodology<br>§ Work Methods, Techniques, and Procedures<br>§ Creativity & Innovation<br>Social Competence<br>§ Written Communication<br>§ Oral Communication<br>§ Teamwork & Conflict Management<br>Self-Competence<br>§ Self-Management & Self-Reflection<br>§ Ethical & Social Responsibility<br>§ Learning & Change   |  |
| Module Learning Objectives                                  | Students...<br>§ will learn to gather, analyze, and draw conclusions from qualitative data<br>§ will learn to define and operationalize constructs and variables for survey research<br>§ will learn to assess the quality of qualitative and survey measures<br>§ will learn to discuss competently issues associated with the theory, design, implementation, and reporting of empirical research<br>§ will learn to select appropriate empirical methods to address a specific research question  |  |
| Module Content  | § Qualitative versus quantitative research methods<br>§ Qualitative methods<br>§ Survey methods  |  |
| Links to other modules                                      | The content of this module is linked to the following modules:<br>w.MA.XX.AMDT.19HS<br>w.MA.XX.QNM.19HS  |  |
| Methods of Instruction                                      | § Lecture<br>§ Problem-Oriented Teaching<br>§ Explorative Learning   | <b>Social Settings Used:</b><br>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   | -  | -                    |                       |
| <b>Total</b>  | <b>28 h</b>  | <b>32 h</b>          | <b>30 h</b>           |
| Performance Assessment  |  |                      |                       |
| <b>End-of-module exam</b>   | <b>Form</b>  | <b>Length (min.)</b> | <b>Weighting</b>      |
| -   | -  | -                    | -                     |
| <b>Permitted Resources</b>  | -  |                      |                       |
|   |  |                      |                       |
| <b>Others</b>   | <b>Assessment</b>  | <b>Length (min.)</b> | <b>Weighting</b>      |
| Final report  | Grade  | -                    | 100,00 %              |
| Talk/oral presentation  | Pass/Fail  | 20                   | -                     |
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| 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. |                      |                       |