



Métodos Qualitativos Aplicados à Administração

Nível:	Doutorado/ Mestrado	Créditos:	03
Área de Concentração:	Gestão, Organizações e Ambientes	Natureza:	Obrigatória
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Linha de Pesquisa:	Geral	Sigla:	MQL
Início da Disciplina	17/08/2015	Número:	185915

EMENTA

As perspectivas paradigmáticas, a natureza e a dinâmica da pesquisa qualitativa e suas aplicações na Administração. Estratégias da pesquisa qualitativa em organizações: a fase exploratória, de acesso e trabalho no campo, os métodos de coleta, da análise e interpretação do material empírico. Os métodos qualitativos mais utilizados na Administração: a abordagem do estudo de caso, da etnografia, da observação participante, dos métodos visuais, entre outros. A ética da pesquisa qualitativa.

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