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~~10 min: Module 1 — Pt 3.7~~ *Research*

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Philip Lewis and Adrian Thornhill  
Learning outcomes ...



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1 Business Research Methods Midterm  
Student's First Name, Middle Initial(s),  
Last Name Institutional Affiliation Course  
Number and Name Instructor's Name and  
Title Assignment Due Date 2 Question 1  
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a significant factor affecting not only the  
community but ...

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Holistic case study when research is focussed on the organisation as a

Embedded case study when research is focussed on sub units within an organisation and the case will involve more than one unit of analysis.

Ethnography This approach is used to study particular groups of people.

## *Summary Saunders et al Research Methods for Business Students*

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choose my topic and design the research?

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A unique blend of academic rigour and engaging practicality that provides students with the knowledge, understanding and skills necessary to complete a piece of business research. "synopsis" may belong to another edition of this title. From the Back Cover: Research Methods for Business Students. Fourth Edition.

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Business Students ...*

There are various designs (i.e. fixed, flexible, and mixed) that help to shape and form one's research. Each design has various methods associated with the design. After reviewing the Reading and Study material for this module and

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considering the three designs discussed in the text, please respond to the following:

1.

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The sixth edition of Research Methods for Business Students brings the theory, philosophy and techniques of research to life and enables students to understand the practical relevance of the research methods. A highly accessible style and logical structure have made this the "student choice" and run-away market leader.

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