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Business Research Methods 9 1 Research problems and questions and how they relate to debates in Research Methods Recommended additional reading: Research Methods for Business Students, (Saunders, M, Lewis, P et al 2007) Chapters 1 and 2 11 Chapter Overview 111 Learning Outcomes By the end of this chapter successful students will be able to: 1

course case map - Case ...

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MANAGEMENT 601 STUDY DESIGN AND DATA COLLECTION

Required Textbook: Zikmund, William, Babin, Carr, Griffin Business Research Methods You may use the 7th, 8th or 9th editions Required Software: I recommend the use of Firefox as it accommodates Blackboard more readily (particularly videos); Explorer generally works for most content Course Description & Objectives This course focuses on

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Business Research Methods 6 When deciding whether business research is to be conducted or not, the firm keeps in mind factors like the availability of data, time constraints and the value of the research information to the company Adequate planning and information-gathering are essential to derive results for business Social Research

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Introduction to Business Research 1

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