

RESEARCH METHODS FOR BUSINESS STUDENTS AND ONEKEY WEBSITE ACCESS CARD



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Research Methods for Business and Management

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 1.1 Chapter Overview 1.1.1 Learning Outcomes By the end of this chapter successful students will be able to: 1.

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Mark N.K. Saunders BA, MSc, PGCE, PhD, MCIPD, is Professor of Business Research Methods and Head of Research at Oxford Brookes University Business School. He is also a visiting professor at Newcastle Business School, University of Northumbria.

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