

**Module Manual – MSc Programme 2010/2011**

# **RESEARCH METHODS**

**Course Leader: Dr. Shona Bettany**

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## Module Plan

LECTURE/ TUTORIAL	Reading S/L/T	TOPIC
Lecture 1	Chapter 1	<b>Overview of Research Methods - What is research?</b>
		No tutorial this week
Lecture 2	Chapter 2	<b>Formulating and clarifying the research topic</b>
Tutorial 2		Dissertation topics in area of study - CT session
Lecture 3	Chapter 3	<b>Critically reviewing journal articles</b>
Tutorial 3	Page 17	Case 1 – Isabelle’s research dilemma
Lecture 4	None this week	<b>Sourcing, referencing &amp; plagiarism</b>
Tutorial 4	Page 52	Case 2 – Media Climate Change
Lecture 5	Chapters 9 & 10	<b>Qualitative research 1 - method</b>
Tutorial 5		Referencing task
Lecture 6	Chapter 13	<b>Qualitative research 2- analysis</b>
Tutorial 6	Page 313	Case 9 – Online images
Lecture 7	Chapter 7	<b>Qualitative research 3 - sampling</b>
Tutorial 7	Page 355	Case 10 – student debt
Lecture 8	Chapter 11	<b>Quantitative research 1 - method</b>
Tutorial 8		Proposal writing and dissertation checklist
Lecture 9	Reading on blackboard	<b>Quantitative research 2 - analysis</b>
Tutorial 9	Page 407	Case 11 Downsizing in the Middle East
<b>Easter (29<sup>th</sup> March – 12<sup>th</sup> April)</b>		
Lecture 10	Chapter 7	<b>Quantitative research 3 - sampling</b>
Tutorial 10	Page 520	Case 13 – The influence of film
Lecture 11	Chapter 4	<b>Research philosophies and approaches &amp; research ethics</b>
Tutorial 11	On blackboard	Sampling task
Lecture 12	Chapter 14	<b>Writing the dissertation or research report</b>
Tutorial 12	Page 205	Case 6 – gaining access to business angels

**Module Title:** Research Methods (MSc.)

<b>Module Type:</b>	Standard module	<b>Academic Year:</b>	2010/11
<b>Module Code:</b>	MAN4148M	<b>Module Occurrence:</b>	A
<b>Module Credit:</b>	10	<b>Teaching Period:</b>	Year
<b>Level:</b>	M (Postgraduate Masters)		

**Provider:** School of Management  
**Related Department / Subject Area:** MG  
**Principal Co-ordinator:** Dr. Shona Bettany

**Prerequisite(s):** None

**Corequisite(s):** None

**Aims:**

To provide students with (i) a conceptual understanding which enables them to analyse and evaluate published research; (ii) a conceptual understanding of appropriate research designs; (iii) a systematic understanding of data collection and analysis methods and enable students to begin to apply research methods concepts and skills to their own research projects.

**Learning Teaching & Assessment Strategy:**

Lectures, seminars, practical workshops

**Study Hours:**

<b>Lectures:</b>	8.00	<b>Directed Study:</b>	75.00		
<b>Seminars/Tutorials:</b>	16.00	<b>Formal Exams:</b>	1.00		
<b>Laboratory/Practical:</b>	0.00	<b>Other:</b>	0.00	<b>Total:</b>	100

**Learning Outcomes:**

**1. Knowledge & Understanding**

On successful completion of this module you will be able to...

Define a focused research topic and specify research objectives and questions; undertake a literature review incorporating academic and other management publications.

## 2. Subject-Specific Skills

On successful completion of this module you will be able to...

Develop a research framework and model; understand the significance and appropriate use of different research methodologies.

## 3. Personal Transferable Skills

On successful completion of this module you will be able to...

Acquire skills in both qualitative and quantitative data collection and analysis techniques; understand the requirements for writing up a research dissertation.

### Mode of Assessment:

1	Assessment Type	Duration (hours)	Percentage
	Coursework	-	50%
	<b>Description</b>		
	Coursework - Individual assignment (2,000 words)		
2	Assessment Type	Duration (hours)	Percentage
	Examination - closed book	1	50%
	<b>Description</b>		
	Closed book examination (1 hour)		

### Supplementary Assessment:

As Original

(Note: 'As Original' indicates that Supplementary Assessment will take the **same** form as the Mode(s) of Assessment).

### Outline Syllabus:

Introduction and managing the research process. Research design and methodologies. Research skills. The literature review. Questionnaire design. Quantitative research I (theoretical aspects) Quantitative research II (practical aspects) Qualitative research I (theoretical aspects) Qualitative research II (practical aspects) Preparing a research proposal and course review.

**Version No: 3**

## **Assessment**

Assessments and their preparation will not be discussed via email, however, you can pose questions via email. These questions will be answered in the lectures to ensure fairness.

### **Examination (50%)**

The examination will consist of up to 10 short answer questions. All questions on the examination are compulsory and will be drawn from 50 pre-seen questions (available on blackboard) based on the lecture and tutorial material.

### **Assignment (50%)**

The individual assignment will take the form of a literature review to be handed into the Graduate Programme Office

Details of how to put together your assignment will be provided during the Research Methods module. You must submit two copies to the Graduate Programmes Office. **The assignment will be a literature review from a chosen management area that develops a focused research topic and contribution** and it will be structured according to an outline provided by the tutors.

Please note that your assignment will be analysed using the anti-plagiarism software, Turnitin. In submitting your work you are confirming that it is all your own work and that where you have incorporated the work of others, you have correctly acknowledged that fact, e.g. by using references. You are also agreeing that it can be electronically checked for plagiarism. A copy of this work will be kept as part of the detection service reference database and will be used solely for the purpose of detecting plagiarism.

## PROCEDURE FOR SUBMITTING COURSEWORK FOR ASSESSMENT

1. Each piece of work submitted should be submitted with an 'Assessed Coursework Feedback Form' as a front sheet. Copies of these front sheets (3 pages) are available in the Coach house.
2. You will note that as part of our move to anonymous marking, these sheets ask you to state your UB student identification number (from your ID card e.g. 06000001) ONLY and not your name. Complete the following boxes:

UB Number	Date of submission
Programme	Module Leader
Attendance mode	Module Title

Fasten the feedback sheet securely to your assignment (preferably stapled). When submitting group coursework only one 'Assessed Coursework Feedback Form' should be submitted and ALL the UB numbers must be clearly written on it.

3. Each piece of work should have a title page which includes your UB number, module title, a WORD COUNT and a statement of authenticity from you stating the work being submitted is your own:

**I/We certify that this assignment is the result of my/our own work and does not exceed the word count noted below.**

**Number of words** \_\_\_\_\_  
(excluding appendices/bibliographies, tables and diagrams)

We also would advise you to include your UB number and page numbers in the footer in any assignment submitted in case pages become loose. You are responsible for ensuring your UB number is on your work - we will not try to 'match up' any work without a UB number and students with missing work will be Failed.

4. Place the assignment in the appropriate programme slot (MBA/MSC) of the coursework box by the submission deadline (time and date). The box will be locked at the deadline time and any late assignments will not be accepted. Late assignments will be given an automatic FAIL grade and you will need to make an application for mitigation to have this reconsidered. Please note that you will not be permitted to look at or alter in any way your assessed coursework once it has been submitted.
5. In addition to a hard copy of your assignment, you will also need to submit an electronic version via email, which can be checked for plagiarism. A word version of the submitted assignment should be emailed (by the relevant deadline - time and date) to the appropriate email address, please include the filename in the subject heading of the email:

MBA students email: [gmba.mgt@bradford.ac.uk](mailto:gmba.mgt@bradford.ac.uk)

MSc students email: [gpma.mgt@bradford.ac.uk](mailto:gpma.mgt@bradford.ac.uk)

Each filename should be in the following format:

UB NUMBER\_MODULE\_TITLE (for example: 0600001\_PEOPLE IN ORGANISATIONS)

For group work the format should be: (GROUP NUMBER\_MODULE\_TITLE). One student from the group is to be designated to email the assignment.

## Plagiarism and Referencing

You may be tempted to hand in essays, projects or other pieces of assessed coursework containing work that you know are not completely your own, hoping that the tutor won't notice. This may be for several reasons such as shortage of time, hoping for a better grade than would be achievable under a particular set of circumstances or perhaps even lack of knowledge regarding how to correctly reference the sources of data used. This is plagiarism – it is a matter that the University takes very seriously indeed - and it usually takes one of four forms.

- (a) Copying chunks of text from books, dissertations, journals or the web without acknowledgement. (It is permissible, even desirable, to quote extensively from the work of other writers on your subject, but all quotations should be fully referenced).
- (b) Paraphrasing ideas from texts without stating their origin. (Instead, use phrases such as "According to Jobber (1995)." or "Wright & Taylor (1994) propose that .." or similar acknowledgement).
- (c) Colluding with other students and submitting identical or near identical work.
- (d) Copying the work of another student without that student's consent.

*University regulations state: "A dissertation, thesis, essay, project or any other work which is not undertaken in an examination room under supervision but which is submitted by a student for formal assessment during his/her course of study must be written by the candidate him/herself and in his/her own words, except for quotations from published and unpublished sources which shall be clearly indicated and acknowledged as such. .... The incorporation of material from other works or a paraphrase of such material without acknowledgement will be treated as plagiarism subject to the custom and usage of the subject ... Where an examiner identifies a failure to comply fully with the foregoing this will be regarded as a suspected breach of Regulations by the student concerned and will be the subject of investigation."*

For more information on the regulations, policies and penalties associated with plagiarism see

<http://www.brad.ac.uk/admin/acsec/BreachesAppealsComplaints/index.html>

Please see the excellent booklets supplied by the School of Management's Effective Learning Service. Please go to:

<http://www.brad.ac.uk/acad/management/external/els/information sheets.php>

where you will find the booklet 'Referencing and Bibliographies and a quiz on plagiarism called 'What is Plagiarism?'

For further information on plagiarism and referencing please have a look at the quick read leaflets at:

<http://www.brad.ac.uk/acad/management/external/els/quickread.php>

For an online tutorial about plagiarism and correct referencing see

<http://learning.londonmet.ac.uk/TLTC/learnhigher/Plagiarism/>



## BLACKBOARD

### To access course materials:

- Go to: <http://blackboard.brad.ac.uk>
- Click "Login"
- Enter your University of Bradford username and password.
- Click "Login"

You will then see the modules which you are enrolled on and any announcements relating to those modules.

- To access a module, click on its title.
- To access different areas of module content use the links on the left hand side.

### To download files from Blackboard to your PC

- Right click on the link to the file you wish to save
- Select 'Save Target As...'
- Choose where you want to save the file and click Save

### To print from Blackboard

- Open the file in Blackboard
- Right click on the content of the opened file, select "Print" from the context menu that appears

The print options for the appropriate application (Word, PowerPoint, Excel, Acrobat) will appear

- Select your preferred print options

For more detailed documentation see:

<http://www.bradford.ac.uk/acad/management/external/resourcesblackboard.php>

## **WEEK 1**

### **Lecture 1: Overview of Research Methods – what is research?**

**Objective:** to introduce the course and provide an overview of research methods

**Required Reading:** SLT Ch 1

#### **Additional reading:**

Effective Learning Service Bradford University School of Management Introduction to Research and Research Methods

Effective Learning Service Bradford University School of Management Foundations for Good Research

The 'So What' Question

Smith, Daniel C (2003) "The Importance and Challenges of Being Interesting" Journal of the Academy of Marketing Science 31(3), 319-322

Voss, Glenn B (2003) "Formulating Interesting Research Questions" Journal of the Academy of Marketing Science 31(3), 356-359

**No tutorial this week**

## **WEEK 2**

### **Lecture 2: Formulating and clarifying the research topic**

**Objective:** to introduce students to the processes and practices involved in formulating a research topic

**Required reading:** SLT Ch 2

### **Tutorial 2: Dissertation topics in area of study**

**Objective:** this is a subject specific tutorial and thus requires preparation by the subject tutor and/or course tutor

**Preparation:** think about potential dissertation topics and be ready to discuss the viability/appropriateness of these with your tutor and/or course tutor

## **Week 3**

### **Lecture 3: Critically reviewing journal articles**

**Objectives:** to provide guidelines on how to get the most out of the literature and secondary data

**Required reading:** SLT Ch 3

#### **Useful Additional Reading:**

*Sourcing Literature and Secondary Sources:* Click on Management Guides on the list found at <http://www.brad.ac.uk/library/documents>. You can also find additional research methods references here

*Secondary data:* Chapter 6 in Zikmund, William G (1999) *Essentials of Marketing Research*. Dryden: London

*Reviewing literature:* Wallace, M and Wray Alison (2006) *Critical Reading and Writing for Postgraduates*. Sage Publications: London.

### **Tutorial 3: Case 1: Isabelle's research dilemma**

**Preparation:** read the chapter and case study, and be prepared to answer the questions in the tutorial

## **WEEK 4**

### **Lecture 4: Sourcing, referencing & plagiarism**

**Objective:** to provide guidelines for correct academic practice

#### **Required reading:**

<http://www.brad.ac.uk/acad/management/external/els/pdf/refandbib.pdf>

### **Tutorial 4: Case 2: *Media Climate Change p.52***

**Preparation:** read chapter and case and be prepared to answer the questions in the tutorial

## **WEEK 5**

### **Lecture 5: Qualitative research 1: Method**

**Objective:** To examine a broad range of qualitative research approaches

**Required reading:** SLT Ch 9 & 10

#### **Additional reading:**

Focus Groups: Krueger, R.A. and Casey, M.A. (2000) Focus Groups: A Practical Guide For Applied Research. London, Sage

Projective techniques: Boddy, C. (2005) "Projective techniques in market research: valueless subjectivity or insightful reality? A look at the evidence for the usefulness, reliability and validity of projective techniques in market research" International Journal of Market

Case Studies: Yin, R. K. (2002) Case Study Research, Design and Methods, 3rd ed. Newbury Park, Sage Publications

Observation: Hammersley, M. and Atkinson, P. (1995) Ethnography: Principles In Practice, 2nd Edition. London, Routledge (Chapters 4 and 5)

### **Tutorial 5: Referencing task**

**Preparation:** ensure you have read the material from referencing and plagiarism lecture – this is a test (but does not count towards your final mark)

## **WEEK 6**

### **Lecture 6: Qualitative research 2: Analysis**

**Objective:** To give an overview of qualitative research analysis

**Required reading:** Ch 13

#### **Additional reading:**

Cassell, C and Symon, G (2004) Essential Guide To Qualitative Methods In Organizational Research. London, Sage Ch 21

### **Tutorial 6: Case 9: Online images p.313**

**Preparation:** Read the case and be prepared to answer questions in the tutorial

## **WEEK 7**

### **Lecture 7: Qualitative research 3: Sampling**

**Objective:** To give a starting point for qualitative data analysis and to understand qualitative sampling

**Required reading:** SLT Ch 7

### **Tutorial 7: Case 10: Student Debt p.335**

**Preparation:** read the case study and come prepared to answer questions in the tutorial

## **WEEK 8**

### **Lecture 8: Quantitative research 1: method**

**Objective:** To understand the use, operation and value of quantitative methods

**Required reading:** SLT Ch 11

**Additional reading:**

Questionnaire Design: Chapter 14 in Hair, Joseph F, Robert P Bush & David J Ortinau (2003)  
Many research texts available in the library are also good sources of information on Questionnaire Design

### **Tutorial 8: Proposal writing and dissertation checklist**

**Objective:** to help students to prepare the structure and content of their dissertation

## **WEEK 9**

### **Lecture 9: Quantitative research 2: Analysis**

**Objectives:** to understand the range of available analysis tools for quantitative research

**Required reading:** Reading on blackboard

**Additional reading:**

Diamantopoulos, Adamantios & Bodo B Schlegelmilch (1997) Taking the Fear Out of Data Analysis: a step-by-step approach. Thomson Learning: London

For a non-technical overview of more advanced techniques/tests: Kachigan, Sam Kash (1991) Multivariate Statistical Analysis: a conceptual introduction. Radius: New York.

### **Tutorial 9:**

#### **Case 11: downsizing in the middle east p.407**

**Preparation:** read the case and come prepared to answer the questions in the tutorial

## **WEEK 10**

### **Lecture 10:**

#### **Quantitative Research 3: Sampling**

**Objective:** To understand how sample sizes are determined and to show the impact of sampling on the analysis of quantitative data

**Required reading:** Chapter 7 in SLT

**Additional reading:**

Chapter 10 in Churchill, Gilbert A & Dawn Iacobucci (2002) Marketing Research: methodological foundations (in the library)

### **Tutorial 10:**

#### **Case 13: the influence of film p.520**

**Preparation:** read the case and come prepared to answer question in the tutorial

## **WEEK 11**

### **Lecture 111: Research philosophies and approaches**

**Required Reading:** *SLT Ch 4*

#### **Additional reading:**

Benton, T (2001) *Philosophy Of Social Science: The Philosophical Foundations Of Social Thought* Palgrave MacMillan

### **Tutorial 11:**

Sample task (given in tutorial)

**Objective:** to be able to choose and justify sampling methods for specific problems

## **WEEK 12**

### **Lecture 12: Writing the dissertation or research report**

**Objective:** To provide an overview of approaches to dissemination of research findings

**Required reading:** *SLT Ch 14*

### **Tutorial 12: Case 6 Gaining access to business angels p.205**

**Preparation:** read the case and come prepared to answer questions in the tutorial




## APPENDIX 1

### Useful Additional Reading (those in bold are available on Blackboard)

- Benton, T (2001) *Philosophy Of Social Science: The Philosophical Foundations Of Social Thought* Palgrave MacMillan
- Boddy, C. (2005) "Projective techniques in market research: valueless subjectivity or insightful reality? A look at the evidence for the usefulness, reliability and validity of projective techniques in market research" *International Journal of Market Research* 47 (3): 239-254**
- Churchill, Gilbert A & Dawn Iacobucci (2002) *Marketing Research: methodological foundations* (Chapter 10)
- Cope, J (2005) Researching Entrepreneurship through Phenomenological Inquiry: Philosophical and Methodological Issues *International Small Business Journal* Vol 23(2): 163–189**
- Dey, C. (2002) Methodological issues The use of critical ethnography as an active research methodology *Accounting, Auditing & Accountability Journal* 15 (1) 106-121**
- Diamantopoulos, Adamantios & Bodo B Schlegelmilch (1997) *Taking the Fear Out of Data Analysis: a step-by-step approach*. Thomson Learning: London
- Effective Learning Service Bradford University School of Management *Introduction to Research and Research Methods*
- Effective Learning Service Bradford University School of Management *Foundations for Good Research*
- Effective Learning Service Bradford University School of Management *Writing Your Management Dissertation or Project Report*
- Goulding, C (1999) Grounded Theory: some reflections on paradigm, procedures and misconceptions University of Wolverhampton Working Paper WP006/99**
- Goulding, C (1998) Grounded theory: the missing methodology on the interpretivist Agenda *Qualitative Market Research: An International Journal* Volume 1 (1) 50–57**
- Hair, Joseph F, Robert P Bush & David J Ortinau (2003) *Marketing Research: within a changing information environment*. McGraw-Hill: London (Chapter 14)
- Hammersley, M. and Atkinson, P. (1995) *Ethnography: principles in practice*. 2<sup>nd</sup> Edition London, Routledge
- Kachigan, Sam Kash (1991) *Multivariate Statistical Analysis: a conceptual introduction*. Radius: New York
- Krueger, R.A. and Casey, M.A. (2000) *Focus Groups: A Practical Guide For Applied Research*. London, Sage
- Locke, K. (2001) *Grounded Theory in Management Research*. London Sage
- Malhotra, Naresh K & David F Birks (2003) *Marketing Research: an applied approach*. Prentice Hall: London (Chapter 11)
- Moustakas, C (1994) *Phenomenological Research Methods*. London, Sage
- Reason, P. and Bradbury, H (2000) *Handbook of Action Research*. London, Sage
- Morales-Lopez, E., Prego-Vasquez, G. and Dominguez-Seco, L. (2005) Interviews between employees and customers during a company restructuring process *Discourse and Society* 16 (2) 225-268**
- Peace, P. (2003) Balancing Power: The Discursive Maintenance of Gender Inequality by Wo/Men at University *Feminism & Psychology* Vol. 13(2): 159–180.**



- Schouten, J.W. & Alexander, J.H., (1995) Subcultures of Consumption: an ethnography of the new bikers *Journal of Consumer Research* 22 (1) 43-61**
- Smith, Daniel C (2003) "The Importance and Challenges of Being Interesting" *Journal of the Academy of Marketing Science* 31(3), 319-322
- Voss, Glenn B (2003) "Formulating Interesting Research Questions" *Journal of the Academy of Marketing Science* 31(3), 356-359
- Wallace, M and Wray Alison (2006) *Critical Reading and Writing for Postgraduates*. Sage Publications: London
- Wetherall, M, Taylor, S and Yates, S (2001) *Discourse as data*. Milton Keynes, Open University Press
- Yin, R. K. (2002) *Case Study Research, Design and Methods*, 3rd ed. Newbury Park, Sage Publications.
- Zikmund, William G (1999) *Essentials of Marketing Research*. Dryden: London (Chapter 6)

**Lecture 1**  
Overview of research methods – what is research?

[www.bradford.ac.uk/management](http://www.bradford.ac.uk/management)

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**Introduction to the research process**

**Things to consider**

- Realities and pitfalls of research
- Approaches, strategies and methods
- Techniques and procedures for data collection and analysis
- Appropriate use of information technology

  
Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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**Terminology**


**Methods -**

The techniques and procedures used to obtain data

**Methodology -**

The theory of how research should be undertaken

Saunders *et al.* (2009)

  
Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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### The nature of research

#### Definition:

'Something that people undertake in order to find things out in a systematic way, thereby increasing their knowledge'  
Saunders *et al.* (2009)

#### Characteristics:

- Data are collected systematically
- Data are interpreted systematically
- There is a clear purpose to find things out



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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### Features of business and management research (1)

- Managers draw on knowledge from other disciplines
- Managers are more likely to allow access if they see commercial or personal advantage
- Managers now tend to be as educated as the researchers
- Managers require research to have some practical consequence

Easterby-Smith *et al.* (2008)



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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### Features of business and management research (2)

#### Key debates

- Knowledge production
- The 'relevance gap'
- 'Evidence based' management
- Basic and applied research



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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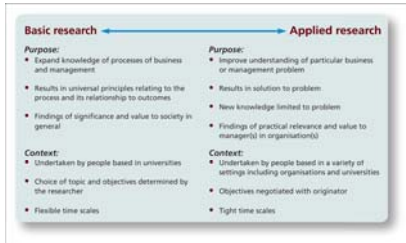
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### Features of business and management research (3)

#### Basic and applied research



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5th edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009



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### The research process (1)

#### Stages of the research process

- Formulating and clarifying a topic
- Reviewing the literature
- Designing the research
- Collecting data
- Analysing data
- Writing up

Based on Figure 1.2: Saunders *et al.* (2009)

Saunders, Lewis and Thornhill, Research Methods for Business Students, 5th edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009



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### The research process (2)

#### Factors to consider

- The impact of your personal feelings and beliefs
- Access to data
- Time and other resources
- Validity and reliability of the data
- Ethical issues

Saunders, Lewis and Thornhill, Research Methods for Business Students, 5th edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009



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### Purpose of the module

- To teach you useful skills that will be necessary in your business lives
- To make you aware of the sources of information available to you
- To help you to successfully complete your dissertation



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### Assessment of the module

- An individual research proposal (50%)
  - The proposal for your dissertation
  - Marking grid in module manual
- An exam (50%)
  - The examination will consist of up to 10 short answer questions. All questions on the examination are compulsory and will be drawn from 100 pre-seen questions (available on blackboard) based on the lecture and tutorial material.



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### Dissertation supervisor selection

- you need to submit a dissertation outline (an MSc Dissertation Registration Form – on blackboard) to the Graduate Programmes Office. This is a short document which is not assessed and is only use to allocate supervisors.
- **Dissertation registration**
  - Registration forms/potential research topics discussed in MSc RM tutorial (week 2), Forms available on Blackboard (MSc RM).
  - Due in, typed, on **Monday 15<sup>th</sup> February 2010**.
- **Dissertation proposal**
  - Structure of proposal discussed in MSc RM tutorial, week 8
  - Proposal due on **Wednesday 21st April, 2010 at 12 noon**



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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**Summary –  
Business and management research**

- Is transdisciplinary
- Engages with both theory and practice
- Involves undertaking systematic research
- Should be undertaken with rigour



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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And finally.....

- **“there is no one best way for undertaking all research”**

• *Saunders et al. (2009)*



Saunders, Lewis and Thornhill, Research Methods for Business Students, 5<sup>th</sup> edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

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