

# Contents

<b>Chapters</b>		<b>Pages</b>
	Introduction	5
1	The nature of business and management research and structure of this book	15
2	Formulating and clarifying the research topic	19
3	Critically reviewing the literature	23
4	Understanding research philosophies and approaches	27
5	Formulating the research design	31
6	Negotiating access and research ethics	35
7	Selecting samples	39
8	Using secondary data	43
9	Collecting primary data through observation	47
10	Collecting primary data using semi-structured, in-depth and group interviews	51
11	Collecting primary data using questionnaires	55
12	Analysing quantitative data	59
13	Analysing qualitative data	64
14	Writing and presenting your project report	69
Appendix 1	Sample research project assignment	72
Appendix 2	Sample research proposal assignment	78

## Supporting resources

Visit [www.pearsoned.co.uk/saunders](http://www.pearsoned.co.uk/saunders) to find valuable online resources

### Companion Website for students

- Multiple choice questions to test your learning
- Tutorials on Excel, NVivo and SPSS
- Updated research datasets to practice with
- Updated additional case studies with accompanying questions
- Smarter Online Searching Guide – how to make the most of the Internet in your research

### For instructors

- Complete, downloadable Instructor's Manual
- PowerPoint slides that can be downloaded and used for presentations

**Also:** The regularly maintained Companion Website provides the following features:

- Search tool to help locate specific items of content
- E-mail results and profile tools to send results of quizzes to instructors
- Online help and support to assist with website usage and troubleshooting

For more information please contact your local Pearson Education sales representative or visit [www.pearsoned.co.uk/saunders](http://www.pearsoned.co.uk/saunders)

# INTRODUCTION

## An overview of the instructor's manual

This instructor's manual provides commentary for the fifth edition of the textbook *Research Methods for Business Students*. The commentary is on a chapter by chapter basis and includes the following:

- chapter learning outcomes;
- summary of the content;
- comments on students' likely reactions and possible use of materials;
- ideas for students' preparatory work;
- suggestions for delivery in the classroom and
- ideas for students' follow-up work.

In addition, we have included a copy of a research project assignment that we have used with our students, and a copy of a dissertation proposal assignment as appendices.

## Research methods for business – an overview of the fifth edition

### *Pedagogic features*

The overriding purpose of *Research Methods for Business Students*, is to help undergraduate and postgraduate students and students of professional courses to undertake research. Each chapter deals with a part of the research process and discusses the ideas, techniques and methods using as little jargon as is possible. Tables, checklists and diagrams are used to aid in this discussion. Where new terms are introduced for the first time, they are shown in bold, and a definition or explanation follows shortly afterwards. They are also listed with a brief definition in the glossary. The application of appropriate information technology is considered, in most instances, as an integral part of the text. Chapters have been cross-referenced as appropriate, and an index is provided to help students to find their way around the book.

***Focus on student research boxes*** are included within the text of each chapter. These are based on actual research projects, undertaken by students, in which points made in the text are illustrated. In many instances, these worked examples illustrate possible pitfalls that students may come across while undertaking their research. Further illustrations are provided by focussing on management research and research in the news' boxes.

***Focus on management research boxes*** discuss recent research in business and management. These are normally derived from refereed academic journal articles, and students are likely to be able to download the actual articles from online databases at their university.