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Research Methods for Business Students, Mark N K Saunders ...

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 Research topic 1: Importance of diversity in learning institutions Diversity has been 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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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 considering the three designs discussed in the text, please respond to the following: 1.

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