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new to you. They are defined at the end of the module in a Module Glossary.) □ But part of the project process is to make judgements about what counts as evidence in the first place. Will the evidence hold water?

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Research Methodology – is a way to systematically solve a research problem. It is a science of studying how research is done

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Scientifically. Essentially
it is the procedure by which
the researchers go about
their work of describing,
evaluating and predicting
phenomenon. It aims to give
the work plan of research.

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Introduction - Notes for
Students

After many years of working
with undergraduate,
postgraduate and research
students we recognise only
too well the struggles that

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Students often experience
wrestling with the somewhat
strange and seemingly obtuse
language used to describe
research

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In this book, Saunders et al address what are perhaps the two biggest problems in teaching Research Methods - getting students interested in methodology and theory and helping them to

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understand the practical
relevance. Depth of coverage
combined with an accessible
style, a real practicality
and a straightforward
structure result in
consistently good student
and lecturer feedback.

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Exploring methods and
processes A thorough
understanding of the methods
and processes of business

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research is the key
component of this course. It
looks at the concept of
research, both original and
applied, and examines how
information can provide a
greater understanding of
your business and its

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