

Business Research & Project (Year 2014-2015)

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Section Note: General Texts

Doing your research project: a guide for first-time researchers in education, health and social science, by Judith Bell, 2010

Book

Business research methods, by Boris Blumberg; Donald R. Cooper; Pamela S. Schindler, c2011

Book

Business research: a practical guide for undergraduate and postgraduate students, by Jill Collis; Roger Hussey, 2009

Book

The good research guide: for small-scale social research projects, by Martyn Denscombe, 2010

Book

Management research, by Mark Easterby-Smith; Richard Thorpe; Paul Jackson, 2012

Book

Introducing research methodology: a beginner's guide to doing a research project, by Uwe Flick, 2011

Book

Research methods in business studies, by Pervez N. Ghauri; Kjell Grønhaug, 2010

Book

Doing research in the real world, by David E. Gray, 2009

Book

Essentials of business research methods, by Joseph F. Hair, 2011

Book

Business research projects, by A. D. Jankowicz, 2005

Book

Practical research: planning and design, by Paul D. Leedy; Jeanne Ellis Ormrod, c2013

Book

Researching business and management: a roadmap for success, by Harvey Maylor; Kate Blackmon, 2005

Book

Real world research: a resource for users of social research methods in applied settings, by Colin Robson, 2011

Book

Research methods for business: a skill-building approach, by Uma Sekaran; Roger Bougie, 2010

Book

Business research methods, by William G. Zikmund, 2010

Book

Section Note: Quantitative Methods

Quantitative data analysis with IBM SPSS 17, 18 and 19, by Alan Bryman; Duncan Cramer, 2011

Book

Designing surveys: a guide to decisions and procedures, by Ronald Czaja; Johnny Blair, 2003

Book

An introductory guide to SPSS for Windows, by Eric L. Einspruch, 2005

Book

How to analyze survey data, by Arlene Fink, 1995

Book

Quantitative approaches in business studies, by Clare Morris, 2012

Book

Questionnaire design, interviewing and attitude measurement, by A. N. Oppenheim; A. N. Oppenheim, 1992

Book

Statistics for people who (think they) hate statistics, by Neil J. Salkind, 2011

Book

Section Note: Student Skills

The student's guide to doing research on the Internet, by David R. Campbell; Mary Campbell, 1995

Book

Effective literature searching for students, by Sarah Gash, c1989

Book

How to write dissertations & project reports, by Kathleen McMillan; Jonathon Weyers, 2011

Book

How to write essays & assignments, by Kathleen McMillan; Jonathan Weyers, c2011

Book

The smarter student: skills and strategies for success at university, by Kathleen McMillan; Jonathan D. B. Weyers, 2006

Book

Essays and dissertations, by Chris Mounsey; Beatrice Baumgartner-Cohen, 2002

Book

The good study guide, by Andrew Northedge, 2005

Book

Dissertation skills for business and management students, by Brian White, 2003

Book

Section Note: Critical Thinking

Tricks of the mind, by Derren Brown, 2006

Book

Bad science, by Ben Goldacre, 2009

Book

Irrationality, by Stuart Sutherland, 2007

Book

How mumbo-jumbo conquered the world: a short history of modern delusions, by Francis Wheen, 2004

Book

Section Note: Qualitative Methods

Qualitative methods in organizational research: a practical guide, by Catherine Cassell; Gillian Symon, 1994

Book

An introduction to qualitative research, by Uwe Flick, 2009

Book

Interviewing: a practical guide for students and professionals, by Daphne M. Keats, 2000

Book

Krueger and Hutchins . Good interviews: focus on good design

Book

Designing qualitative research, by Catherine Marshall; Gretchen B. Rossman, 2011

Book

Beginning qualitative research: a philosophic and practical guide, by Pamela Maykut; Richard Morehouse, 1994

Book

The Sage dictionary of qualitative management research, by Richard Thorpe; Robin Holt, 2008

Book

Case study research: design and methods, by Robert K. Yin, 2009

Book

Applications of case study research, by Robert K. Yin, 2012

Book

Section Note: Recommended Text

Business research methods, by Alan Bryman; Emma Bell, 2015

Book