

Contents

<i>Acknowledgements</i>	<i>vi</i>
<i>Preface</i>	<i>vii</i>
1 – What this book is about	1
<i>Introduction; What is a dissertation?; The role of dissertations on undergraduate and postgraduate courses; How this book can help; The characteristic features of a dissertation; Value of a dissertation; Producing a dissertation – the stages involved; The study and research skills you need; The role of supervisors; A word of warning; How to use this book; Summary</i>	
2 – Choosing and developing a subject to investigate	15
<i>Introduction; Factors which may influence your choice of subject; Developing the idea – some techniques to try; Summary</i>	
3 – Doing your research: design, methodology and method	27
<i>Introduction; Research design; Methodology and methods; What is research?; Research and business practice; The research process; Mixed methods methodology: can you combine qualitative and quantitative research?; Ethical considerations and research: from start to finish; Summary</i>	
4 – The qualitative paradigm: tools, techniques and tips	41
<i>Introduction; Case studies; Action research; Qualitative research method: Tools and techniques; The interview; Observation and ethnography; Types of observation; A research diary: more ethnographic method?; Dissertation tips; Summary</i>	

5 – The quantitative paradigm: techniques, including sampling and triangulation **61**

Introduction; General points about quantitative data collection techniques; Types of data; Techniques of data collection; Experiments; Sampling; Sampling and qualitative research; Triangulation; Summary

6 – Writing a proposal **85**

Introduction; What is a proposal?; Why proposals are important and needed; Suggested proposal layouts; Characteristics of a good proposal; Examples of completed proposals; Summary

7 – Using the literature **106**

Introduction; Why you need information in the first place; Types of business and management information; Information and the Internet; Primary and secondary sources; Other sources of information; Libraries and business information; Guidelines on making a literature search; Evaluating the information; Structuring the literature review; Summary

8 – Evaluating research results **127**

Introduction; General points about the interpretation of research results; Qualitative data analysis; Using computer assisted qualitative data analysis software; The role of grounded theory; Quantitative data analysis; Population and probability; Mean, median and mode; Procedure for carrying out statistical tests of significance; Examples of statistical tests; Summary

9 – Writing up your dissertation **154**

Introduction; Organizing an approach to academic writing; Practicalities: what is the best approach to writing up your dissertation?; Dissertation format; Advice on references, footnotes, quotations and other points of style; Summary

10 – The assessment of dissertations, including vivas and presentations **174**

Introduction; The assessment of dissertations; Procedures of marking; Undergraduate programmes; Postgraduate programmes; What examiners look for when they mark; Viva voce examinations; Presentations; Summary

11 – Specialist subject advice	186
<i>Introduction; Marketing; Strategy and policy-making; Finance and accounting; Human resource management; Resource management; Managing change; Total quality management; International business; Ethics and business; Facilities management; Entrepreneurship and new venture creation; E-business</i>	
12 – Glossary	196
13 – Annotated bibliography	210
<i>Index</i>	<i>217</i>