

Research Methods for MBA Students

Completing Projects and Dissertations

Navigate the MBA research journey with clear methodology, structure and confidence. *Research Methods for MBA Students* by Emmanuel Mogaji is a concise and practical textbook designed for postgraduate students undertaking business research modules and projects. Recognizing the time pressures and applied focus of MBA and Masters programs, it provides a structured pathway for completing a dissertation or company-based research project within tight deadlines. Mirroring the key stages of the research process, the book guides students through topic selection, refining research questions, conducting a focused literature review and choosing appropriate qualitative or quantitative methods. It then supports effective data collection, rigorous analysis and the presentation of meaningful, actionable findings. A distinctive three-month completion framework provides a clear timeline that aligns with MBA program structures, helping students manage milestones and maintain momentum. Grounded in real-world examples from organizations including AstraZeneca, Bentley Motors, the NHS, Holland and Barrett and Railway Operators, **Emmanuel Mogaji** connects academic research principles with applied business problem solving. This textbook includes: - Clear learning outcomes aligned to postgraduate research modules - Worked examples demonstrating each stage of the research process - Key concepts and terms to support methodological understanding - Exercise questions and real-world examples with applied tasks - A structured three-month completion framework for project planning Supported by online lecturer slides and a comprehensive lecturer's manual with exercise answers, *Research Methods for MBA Students* equips postgraduate learners with the skills and structure needed to deliver credible, practice-oriented research.

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