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Essentials of Business 2019-2020 CSB2002 | 1 Essentials of Business CSB2002 Course Description This semester-long course is an introduction to the goals, processes, and operations of business enterprises for students The main focus is on the functions that a company - whether

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Business Essentials (Custom edition from 8th ed) New York: Pearson Education, Inc NOTE: This is a custom edition for our BUS 100 class The regular version of the textbook is also acceptable but is not for sale at the U of R Bookstore URCourses: UR courses will be used extensively for class announcements, lecture slides, supplementary

### **Essentials of Marketing Research**

interesting developments including the field of marketing research Despite the accessibility and prevalence of research in today s society, many people when asked, share common misperceptions about exactly what research is, how research can be used, what research can tell us, and the limitations of research For some people, the term

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research process – developing a research topic and a set of research questions Or in other words, starting! By now, you should fully understand the nature of research, especially business research The next step is to start thinking about a suitable topic As most of you are studying on business-related programmes, naturally your topic

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Business Research Methods 5 34 Key differences between qualitative and quantitative research methods and how and why they may be mixed 35  
Criteria of validity and reliability in the context of business research 36 Your choice of research strategy or design 37 Questions for self review 38  
References 4 Ethics in business research

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