# SECOND EDITION

BUSINESS STUDENT'S STUDYAND EMPLOYABILITY











PETER MORGAN





# **Business Students Guide**

Jonathan Wilson

#### **Business Students Guide:**

The Business Student's Guide to Study and Employability Peter Morgan,2016-11-10 Written in response to the pressures on universities to produce highly skilled and work ready graduates and intended to map across a three year business course this book contains the study and employability skills students need to succeed as a business student and graduate from essential study presentation and leadership skills to practical advice on getting that all important job after university Hands on learning aids offer exercises for group work and self study Readers can expect the book to Help them adapt to a new culture and environment by setting out what is expected and what they can expect at university Help them bridge the gap between school and university by developing essential study skills such as critical thinking and time management Help them develop transferable skills that are sought after by employers including presentation skills leadership skills and commercial awareness Give them practical advice on getting that all important job after university with chapters on CV writing job hunting interviewing and networking among others The book is full of examples drawing on the author's own personal experience with the final chapter offering words of advice from current graduates and employees working in lots of different sectors all over the world including US Europe China and the UK The book is complemented by a companion website featuring a range of tools and resources for lecturers and students including an instructor manual and PowerPoint slides answers and guidance on skills assessment tasks templates and examples to download as well as additional chapter content on topics such as plagarism and essay writing Suitable for all students taking a business degree

Designing and Managing a Research Project Michael Jay Polonsky, David S. Waller, 2010-07-20 A research guide designed for today s business student This practical step by step guide shows business students how to successfully conduct a research project from choosing the topic through to presenting the results The book is divided into sections on preparing and planning the project undertaking the research and finally communicating the results The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions Unique to this book is the inclusion of chapters on topics such as supervision group work and ethics and both qualitative and quantitative data analysis New to this Edition Expanded coverage of the planning stage in Chapter 6 Planning the Research Project provides examples Web resources and discussions of practical issues such as costing and resources Chapter 5 Ethical Considerations now includes discussion of online research and technology to help students understand the ethical issues associated with their research project An Instructor Teaching site at www sagepub com polonskyirstr2e includes PowerPoint slides guidance on using the end of chapter questions sample answers for the case questions and teaching tips This guide is ideal for supporting undergraduate research projects in business and management as well as MBA assignments and other graduate classes in applied fields such as public administration and health care administration

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