

# [Business management with finance flashcard](https://assignbuster.com/business-management-with-finance-flashcard/)

## Business Management EssayThis research tries to justify and explain the different methods that were used to obtain the full information regarding the relationship between business management and finance also came up with questions which I would use during the research so as to meet the entire purpose of the project. This section also reviews the strategies I used to obtain the data and the reasons that were behind the study.

THE PURPOSE OF RESEARCH

Out of the various types of research that exists, I decided to choose a descriptive research about business management with finance. The research is descriptive in nature because it tries to describe how businesses are managed and their finances.

APPROACH TO THE RESEARCH.

As this is a business related research, both qualitative and quantitative methods were adopted to make the best out of my research. The quantitative approach uses measurements, numbers and finally, calculations are made to finalize. On the other hand, qualitative entails pictures, words and then it is put down in the form of a description. With this understanding, I decided to use both the methods.

RESEARCH STRATEGY

With the knowledge about the different research strategies that exists, I decided to use case study . I decided to choose case study because it deeply examines the complexity of the situation to bring out a clearer understanding of the problem at hand ours being management in business and finance. Another reason why I decided to choose case study is because it can be conducted in various approaches. These approaches include deduction approach, induction approach and abduction approach. Abduction approach was the best approach as it relates well to my research topic.

“ 