



University of Pretoria Yearbook 2017

Integrative research 799 (GIA 799)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	22.00
Programmes	PGDip Business Administration Business Studies
Contact time	24 Hours
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This module aims to help researchers and students make the transition from the classroom to research in the 'real world'. The emphasis is on demonstrating how business dynamics are better understood with the use of theory or models, measurement concepts and methods, qualitative and quantitative modes of observation, identifying causes, the logic of control variables, and the design of experiments and quasiexperiments. Students will also be required to communicate these complex ideas in a language that is deemed credible by scholars, but nonetheless accessible to business audiences.

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