



University of Pretoria Yearbook 2017

Research methodology 804 (NME 804)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 20.00

Programmes [DCom Business Management](#)

[MCom Business Management](#)

[MPhil Business Management Responsible Leadership \(Coursework\)](#)

[MPhil Business Management Supply Chain Management \(Coursework\)](#)

[MPhil Entrepreneurship \(Coursework\)](#)

[PhD Business Management](#)

Prerequisites No prerequisites.

Contact time 1 lecture per week

Language of tuition Module is presented in English

Academic organisation Business Management

Period of presentation Semester 1

Module content

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.