



University of Pretoria Yearbook 2019

Research methodology 854 (GIJ 854)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 15.00 |
| Programmes | MPhil Corporate Strategy (Coursework) |
| Prerequisites | No prerequisites. |
| Contact time | 28 contact hours per 3 week cycle |
| Language of tuition | Module is presented in English |
| Department | Gordon Institute of Business Science |
| Period of presentation | Semester 1 |

Module content

In this module students will be equipped to execute their research project. The module will focus on formulation of a research question, population and sampling concerns, the use of literature reviews, various qualitative and quantitative research methodologies including documentary research, surveys, questionnaire design and interviewing techniques. The analysis of data and research report writing will also be covered. The research report will serve as a means for the students to deepen their insight into the market that they are preparing to enter or to help them understand a key relationship affecting their business. As such the module will prepare a student to do research that is of both practical and intellectual value.

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