



University of Pretoria Yearbook 2021

Research methodology 801 (EBW 801)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	0.00
NQF Level	09
Programmes	PhD Economics PhD Marketing Management PhD Organisational Behaviour PhD Tourism Management
Prerequisites	No prerequisites.
Contact time	Friday and Saturday classes
Language of tuition	Module is presented in English
Department	Economic and Management Sciences Deans Office
Period of presentation	Year

Module content

- Developing the background to a research problem, and developing a problem statement and propositions and hypotheses relevant to their study.
- Compiling a thorough literature review of the topics they intend to study.
- Approaches to research: An overview of the different approaches to research (qualitative, quantitative and mixed methods) and the philosophical approaches that underpin them (positivism, post-positivism, interpretivism, constructivism, critical theory and pragmatism).
- Different research designs in quantitative and qualitative methods, and appropriate sampling approaches for the different research designs.
- Qualitative research methodology: An overview of qualitative methods for organisational research. An overview of the different methodologies on a continuum between modernistic qualitative and post-modernistic qualitative research.
- Quantitative research methodology

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