



# University of Pretoria Yearbook 2022

## Research methodology 804 (NME 804)

**Qualification** Postgraduate

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

**Module credits** 20.00

**NQF Level** 09

**Programmes** [MPhil \(Insolvency and Business Rescue\) \(Coursework\)](#)

[MCom \(Business Management\)](#)

[MPhil \(Business Management\) \(Strategic Management\) \(Coursework\)](#)

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

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

[MPhil \(Strategic Communication Management\) \(Coursework\)](#)

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week

**Language of tuition** Module is presented in English

**Department** 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.

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