

University of Pretoria Yearbook 2016

Research methodology 804 (NME 804)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	MCom Business Management MPhil Entrepreneurship MPhil Option: Responsible Leadership MPhil Option: Supply Chain Management PhD Business Management Postgraduate Diploma Option: Entrepreneurship
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	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.

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