



University of Pretoria Yearbook 2017

Principles of qualitative research 794 (GIA 794)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	16.00
Programmes	PGDip Business Administration Business Studies
Contact time	24 Hours
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This module aims: to expose students to some of the underlying philosophy of qualitative research and why this is relevant for research in Africa; to help students understand the difference between quantitative research and qualitative research; and to provide guidelines for conducting research using i) grounded theory ii) case study methods iii) narrative research. By the end of the module, students will: i) have an appreciation of the richness of qualitative research methodology, and will be better able to assess whether a qualitative research method is appropriate for their own research, ii) receive broad guidelines how to conduct rigorous qualitative research employing case study, grounded theory methods or narrative research, and iii) have practice designing and performing a qualitative research study.

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