

University of Pretoria Yearbook 2017

Research methodology 804 (NME 804)

Qualification Postgraduate

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

Module credits 20.00

Programmes [DCom Business Management](#)

[MCom Business Management](#)

[MPhil Business Management Responsible Leadership \(Coursework\)](#)

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

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

[PhD Business Management](#)

Prerequisites No prerequisites.

Contact time 1 lecture per week

Language of tuition Module is presented in 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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