



University of Pretoria Yearbook 2019

Research methodology 704 (NME 704)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 16.00 |
| Prerequisites | STK 110 |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 |

Module content

The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis and
- Reporting of research results.

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