



University of Pretoria Yearbook 2020

Research report 790 (OBS 790)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 40.00 |
| Programmes | BComHons Business Management BComHons Communication Management BComHons Supply Chain Management |
| Prerequisites | No prerequisites. |
| Contact time | 1 lecture per week S1, ad hoc |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Year |

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.

The purpose of this module is to guide students through the process of planning a small-scale academic research study in the field of Business Management, collecting and analysing empirical data, and presenting the findings of the study in the form of a research article. Students will be guided to develop a research proposal for the research study during the first semester. During the second semester, students will be guided to collect and analyse the required data and to write a research article. Students will only be allowed to continue with the execution of their research projects (i.e., with the collection and analysis of data and the writing of a research article) during the second semester, if they have obtained a progress mark of at least 50% and passed the final research proposal at the end of the first semester with a sub-minimum mark of 50%

1 lecture per week during the first semester and ad hoc workshops during the second semester

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familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.