



# University of Pretoria Yearbook 2021

## Research methodology 804 (NME 804)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MCom Business Management</a> <a href="#">MPhil Business Management Strategic Management (Coursework)</a> <a href="#">MPhil Business Management Supply Chain Management (Coursework)</a> <a href="#">MPhil Entrepreneurship (Coursework)</a> <a href="#">MPhil Insolvency and Business Rescue (Coursework)</a> <a href="#">MPhil Strategic Communication Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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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