

University of Pretoria Yearbook 2016

Integrative business research report 892 (GIA 892)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	60.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 2

Module content

Knowledge creation is a hallmark of a Master's degree and the integrative business research project provides you with an opportunity to apply theories and concepts that you have learned in the core courses to a business problem and also to gain experience in planning and implementing a complex research project. It thus serves as a capstone of the MBA learning experience.

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