

Universiteit van Pretoria Jaarboek 2016

Business research and analysis 818 (GIE 818)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	12.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	28 kontakure per 3 weke siklus
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 2

Module-inhoud

In this course students will be introduced to the principles and tools of business research and analysis. The module will specifically examine how research can assist in the development and evaluation of a new business idea. In the course students will examine and use different sources of data, both primary and secondary to gather information on markets, trends, industries, demographics, consumers and competitors. Students will use many of the skills from the analytical tools and techniques course as well as other tools to analyse this information and translate it into meaningful insights that will be used in the evaluation and development of their business ideas.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.