

# University of Pretoria Yearbook 2017

## Principles of quantitative research 793 (GIA 793)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	16.00
<b>Programmes</b>	<a href="#">PGDip Business Administration Business Studies</a>
<b>Contact time</b>	24 Hours
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Gordon Institute of Business S
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module aims to expose students to a number of key topics related to quantitative research methodology with the purpose of equipping students with the ability and skills to successfully execute a quantitative research project. More specifically the module intends to provide students with an understanding of the philosophies underlying quantitative research, a selection of research methods used to collect primary data for a quantitative research study and also to ensure that they are able to draw a sample to collect quantitative data from respondents. The module also attempts to equip students with the ability to develop a conceptual model in order to illustrate the proposed relationships between variables.

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