

University of Pretoria Yearbook 2017

Research methodology 855 (GIE 855)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1

Module content

In this course students will be equipped to execute their Integrative business research project. Each student's Integrative business research report will be focused on a key relationship or research question that relates directly to their new business idea. The course will focus on formulation of a research question, population and sampling concerns, the use of literature reviews, various qualitative and quantitative research methodologies including documentary research, surveys, questionnaire design and interviewing techniques. The analysis of data and research report writing will also be covered. The research report will serve as a means for the students to deepen their insight into the market that they are preparing to enter or to help them understand a key relationship affecting their business. As such the course will prepare a student to do research that is of both practical and intellectual value.

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