

University of Pretoria Yearbook 2017

Research methodology 704 (NME 704)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BComHons Business Management
Prerequisites	STK 110
Contact time	1 lecture per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis and
- Reporting of research results.

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