

# University of Pretoria Yearbook 2017

## Research methodology 804 (NME 804)

**Qualification** Postgraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 20.00

**Programmes** [DCom Business Management](#)

[MCom Business Management](#)

[MPhil Business Management Responsible Leadership \(Coursework\)](#)

[MPhil Business Management Supply Chain Management \(Coursework\)](#)

[MPhil Entrepreneurship \(Coursework\)](#)

[PhD Business Management](#)

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week

**Language of tuition** Module is presented in English

**Academic organisation** Business Management

**Period of presentation** Semester 1

### Module content

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

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