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# University of Pretoria Yearbook 2018

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## Research design 795 (GIA 795)

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| <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>Prerequisites</b>          | No prerequisites.  |
| <b>Contact time</b>           | 24 Hours   |
| <b>Language of tuition</b>    | Module is presented in English                                 |
| <b>Department</b>             | Gordon Institute of Business Science                           |
| <b>Period of presentation</b> | Semester 1 or Semester 2                                       |

### Module content

This module helps students to conceptualise a research design. It covers how the choice of a research design relates to the chosen analytic method (Qualitative Research, Quantitative Research or Mixed Methods). Students are expected to relate the research question to the research design and to justify the selection of a given design for a given problem. The objectives of the module are to help students: make informed decisions about their research design; and understand the implications of selecting a given research design in particular around the research questions that can be answered.

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