



Universiteit van Pretoria Jaarboek 2018

Business analysis and research methodology 881 (GNM 881)

Kwalifikasie Nagraads

Fakulteit [Gordon Institute of Business Science](#)

*Hierdie inligting is slegs in Engels beskikbaar.

Module-inhoud

In this module 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 module 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 students to deepen their insights into the market that they are preparing to enter or to help them understand a key relationship affecting their business. As such the module will prepare a student to do research that is of both practical and intellectual value.

Modulekrediete 9.00

Programme [MBA Deeltyds](#)

[MBA Modulêr](#)

[MBA Voltyds](#)

Kontaktyd 28 kontakure per 3 weke siklus

Onderrigtaal Module word in Engels aangebied

Departement Gordon Institute of Business Science

Aanbiedingstydperk Semester 1

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.