

University of Pretoria Yearbook 2018

Research methodology 804 (NME 804)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	MCom Business Management MPhil Business Management Responsible Leadership (Coursework) MPhil Business Management Strategic Management (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
Department	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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