

# University of Pretoria Yearbook 2019

## Research methodology 704 (NME 704)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	16.00
<b>Prerequisites</b>	STK 110
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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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