

University of Pretoria Yearbook 2020

Principles of quantitative research 793 (GIA 793)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	16.00
Programmes	PGDip Business Administration Business Studies
Prerequisites	No prerequisites.
Contact time	24 Hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module aims to expose students to a number of key topics related to quantitative research methodology with the purpose of equipping students with the ability and skills to successfully execute a quantitative research project. More specifically the module intends to provide students with an understanding of the philosophies underlying quantitative research, a selection of research methods used to collect primary data for a quantitative research study and also to ensure that they are able to draw a sample to collect quantitative data from respondents. The module also attempts to equip students with the ability to develop a conceptual model in order to illustrate the proposed relationships between variables.

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