

University of Pretoria Yearbook 2020

Research methodology 704 (NME 704)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Prerequisites	STK 110
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	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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