

University of Pretoria Yearbook 2020

Research methodology 707 (NME 707)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	12.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Human Resource Management
Period of presentation	Year

Module content

The module covers quantitative data analysis and the basic principles of qualitative inquiry with interviews and thematic analysis. For quantitative data analysis, students learn how to select appropriate descriptive and inferential statistics, conduct the analysis using SPSS interpret results in terms of statistical and practical significance. Introductory scale development statistics, including Cronbach's alpha, Exploratory Factor Analysis and Confirmatory Factor Analysis are also reviewed. For qualitative inquiry, students reflect on their own interview practice to develop their interviewing skills. They complete a small qualitative research project and report their findings in an infographic. Emphasis in this part of the module falls on trustworthiness issues, while ethics, sampling and data collection with interviews are also covered in detail. The module as a whole is based on the principles of research in practice, and all components are executed practically.

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