

University of Pretoria Yearbook 2020

Research methodology 740 (TBE 740)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	BComHons Tourism Management
Prerequisites	No prerequisite.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

The focus in this module will be on teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.