

University of Pretoria Yearbook 2021

Foundations of research 752 (GIC 752)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	5.00
NQF Level	08
Programmes	PGDip in Business Administration - Part-time
Prerequisites	No prerequisites.
Contact time	7 contact hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 and Semester 2

Module content

This course serves as an introductory course to business analysis and research methods. The course provides the foundations for understanding what research is, what is researched, the importance of research for both business and academia, and how research influences evidence-based decision-making.

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