

University of Pretoria Yearbook 2021

GIC 825 Advanced research methods 825 (GIC 825)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	15.00
NQF Level	09
Programmes	MPhil with specialisation in Leading in New Economies
Prerequisites	No prerequisites.
Contact time	28 contact 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 helps students to conceptualise a research design. It covers how the choice of a research design relates to the chosen analytic method (Qualitative Research, Quantitative Research or Mixed Methods). Students are expected to relate the business challenge to the research design and to justify the selection of a given design for a given problem. The objectives of the module are to help students: make informed decisions about their research design; and understand the implications of selecting a given research design in particular around the questions that can be answered.

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