

University of Pretoria Yearbook 2021

Integrated research design 805 (GIG 805)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	30.00
NQF Level	09
Programmes	MPhil with specialisation in Evidence-based Management
Prerequisites	No prerequisites.
Contact time	24 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 aims to help students apply the principles of evidence-based management in an integrative way to the business challenge they have identified. This requires demonstrating how business challenges are better understood with the use of theory or models, measurement concepts and methods, qualitative and/or quantitative modes of observation, identifying causes, the logic of control variables, and the design of experiments and quasi-experiments. Students will also be required to communicate these complex ideas in a language that is deemed credible by scholars, but nonetheless accessible to business audiences.

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