

University of Pretoria Yearbook 2021

Principles of qualitative research 819 (GIJ 819)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	16.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	21 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 expose students to a number of key topics related to qualitative research methodology with the purpose of equipping students with the ability and skills to successfully execute a qualitative research project. More specifically the module intends to provide students with an understanding of the philosophies underlying qualitative research and introduces research designs which are consistent with them. Students will learn how to construct a sample in qualitative research and to develop appropriate instruments, as well as developing the skills to use a selection of research methods, for collecting primary data. Finally, students will learn about qualitative data analysis.

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