

# University of Pretoria Yearbook 2021

## Research report 790 (OBS 790)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	40.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Business Management</a> <a href="#">BComHons Communication Management</a> <a href="#">BComHons Supply Chain Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week S1, ad hoc
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Year

### Module content

The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis; and
- Reporting of research results.

The purpose of this module is to guide students through the process of planning a small-scale academic research study in the field of Business Management, collecting and analysing empirical data, and presenting the findings of the study in the form of a research article. Students will be guided to develop a research proposal for the research study during the first semester. During the second semester, students will be guided to collect and analyse the required data and to write a research article. Students will only be allowed to continue with the execution of their research projects (i.e., with the collection and analysis of data and the writing of a research article) during the second semester, if they have obtained a progress mark of at least 50% and passed the final research proposal at the end of the first semester with a sub-minimum mark of 50%

1 lecture per week during the first semester and ad hoc workshops during the second semester



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