

University of Pretoria Yearbook 2021

Research methodology 740 (TBE 740)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	08
Programmes	BComHons Tourism Management
Prerequisites	No prerequisite.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

The focus in this module will be on teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

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