

University of Pretoria Yearbook 2022

Integrative research 799 (GIA 799)

Qualification Postgraduate

Faculty [Gordon Institute of Business Science](#)

Module credits 22.00

NQF Level 08

Programmes [PGDip \(Business Administration\) \(Business Studies\)](#)

Prerequisites No prerequisites.

Contact time 24 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 researchers and students make the transition from the classroom to research in the 'real world'. The emphasis is on demonstrating how business dynamics are better understood with the use of theory or models, measurement concepts and methods, qualitative and quantitative modes of observation, identifying causes, the logic of control variables, and the design of experiments and quasiexperiments. 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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