

University of Pretoria Yearbook 2022

Research report 790 (OBS 790)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	40.00
NQF Level	08
Programmes	BComHons (Supply Chain Management) BComHons Business Management BComHons Communication Management
Prerequisites	No prerequisites.
Contact time	1 lecture per week S1, ad hoc
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	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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