



Universiteit van Pretoria Jaarboek 2018

Research methodology 855 (GIF 855)

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| Kwalifikasie | Nagraads |
| Fakulteit | Gordon Institute of Business Science |
| Modulekrediete | 15.00 |
| Programme | MPhil Internasionale Bedryf (Gedoseer) |
| Voorvereistes | Geen voorvereistes. |
| Kontaktyd | 28 kontakure per 3 week siklus |
| Onderrigtaal | Module word in Engels aangebied |
| Departement | Gordon Institute of Business Science |
| Aanbiedingstydperk | Semester 1 |

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

In this module students will be equipped to execute their research project. The module will focus on formulation of a research question, population and sampling concerns, the use of literature reviews, various qualitative and quantitative research methodologies including documentary research, surveys, questionnaire design and interviewing techniques. The analysis of data and research report writing will also be covered. The research report will serve as a means for the students to deepen their insight into the market that they are preparing to enter or to help them understand a key relationship affecting their business. As such the module will prepare a student to do research that is of both practical and intellectual value.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.