



University of Pretoria Yearbook 2020

Integrative business research report 872 (GIA 872)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	60.00
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

Knowledge creation is a hallmark of a master's degree and the integrative business research project provides you with an opportunity to apply theories and concepts that you have learned in the core modules to a business problem and also to gain experience in planning and implementing a complex research project. It thus serves as a capstone of the MBA learning experience.

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