



University of Pretoria Yearbook 2021

Advanced research methods 815 (GIG 815)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 15.00 |
| NQF Level | 09 |
| Programmes | MPhil with specialisation in Change Leadership |
| Prerequisites | No prerequisites. |
| Contact time | 28 contact 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 helps students to conceptualise a research design. It covers how the choice of a research design relates to the chosen analytic method (Qualitative Research, Quantitative Research or Mixed Methods). Students are expected to relate the business challenge to the research design and to justify the selection of a given design for a given problem. The objectives of the module are to help students: make informed decisions about their research design; and understand the implications of selecting a given research design in particular around the questions that can be answered.

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