



University of Pretoria Yearbook 2021

Research methodology 804 (NME 804)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	09
Programmes	MCom Business Management MPhil Business Management Strategic Management (Coursework) MPhil Business Management Supply Chain Management (Coursework) MPhil Entrepreneurship (Coursework) MPhil Insolvency and Business Rescue (Coursework) MPhil Strategic Communication Management (Coursework)
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

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