



University of Pretoria Yearbook 2016

Human behaviour and performance in South Africa 783 (GIE 783)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Programmes	Postgraduate Diploma General Management
Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

In this module students will be introduced to the dynamics of human behaviour in South African society and organisations. It will explore the dynamics of interpersonal relationships, the diversity of South African culture, the impact of the political and economic history of South Africa on human behaviour, the current and future dynamics of human interaction and processes that affect organisations, markets and society. Students will explore issues related to race, ethnicity, gender and economic status and their impact on the economy and society as a whole. Building on this understanding, students will examine effective ways of attracting, retaining and managing talented individuals when building or growing a new company in a South African context.

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