



University of Pretoria Yearbook 2019

Economics: Prices and markets 782 (GIA 782)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	10.00
Programmes	PGDip Business Administration PGDip Business Administration
Prerequisites	No prerequisites.
Contact time	24 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1

Module content

By introducing microeconomic theory and its application in real business situations, this course will give you an understanding of how a business works in the context of the economic environment in which it operates. Topics include the theory of the firm, supply and demand analysis, consumer behaviour, how markets work and pricing strategies for different markets.

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