

University of Pretoria Yearbook 2020

Competitive global business strategy 850 (GIF 850)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 15.00 |
| Programmes | MPhil International Business (Coursework) |
| Prerequisites | No prerequisites. |
| 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

This module will prepare students for the global environment by examining what makes countries and companies competitive globally. Students will be helped to draw on their entire experience to develop the critical ability to identify factors that enhance and restrain competitiveness. Special attention will be given to the relative competitiveness of South Africa and the countries and regions to be visited, with special reference to the industries that will be studied.

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