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# University of Pretoria Yearbook 2021

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## Business dynamics in context 792 (GIA 792)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	8.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">PGDip in Business Administration Business Studies</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module helps students to understand the value of a research-focused approach to business in an era of rapid social and technological changes, globalisation and “big data”. This model reviews some of the basic elements of research, conceptualised as a systematic engagement with evidence and prior knowledge, and will require of students to start applying that understanding to current dynamics in the business context.

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