

University of Pretoria Yearbook 2022

Customer centrality 316 (GAD 316)

Qualification	Undergraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
NQF Level	07
Programmes	AdvDip (General management)
Prerequisites	No prerequisites.
Contact time	14 contact hours
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 and Semester 2

Module content

To create new wealth rather than having a focus on fighting competitors with regards to products and price, an enterprise needs to be truly customer centric. What this means and how to go about strategically transforming an enterprise, business unit, or industry in order to achieve this, is what this module is about. Students will gain understanding of the broad business variables impacting on customer centrality and which should be levered to optimise on customer centrality.

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