

University of Pretoria Yearbook 2016

Global business strategy 861 (GIB 861)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	0.00
Programmes	MBA Full-time MBA Modular MBA Part-time
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This module will prepare students for the global elective by examining what makes countries and companies competitive globally. The concepts introduced at the beginning of the first year in the competitive organisation as part of the orientation programme will be re-visited and students will be helped to draw on their entire MBA experience to develop the critical ability to identify factors that enhance and restrain competitiveness. Special attention is 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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