



University of Pretoria Yearbook 2023

Customer centricity 316 (GAD 316)

Qualification	Undergraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
NQF Level	07
Programmes	AdvDip in 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 centricity and which should be levered to optimise on customer centricity.

Regulations and rules

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are



legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.