
University of Pretoria Yearbook 2016

Reputation Management 827 (GIA 827)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

Reputation Management is critical for any leader in an organisation. This elective takes a deeper look into what is required to ensure individuals and organisations maintain their reputation whilst operating in current economic times.

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