

Universiteit van Pretoria Jaarboek 2016

Innovating business at the base 839 (GIA 839)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	9.00
Voorvereistes	No prerequisites.
Kontaktyd	28 kontakure per semester
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

The aim of this course is to get you to put on the multiple hats of the researcher, the innovator, the consultant and the solution diviner. By the end of this programme you should be equipped with the skills to start planning how your business could tap into the potentially lucrative low income market. To this end the course will introduce you to key concepts, theories and best case practices around serving the emerging consumer. Following this, there will be immersion into a township context where students gather data to understand the low income landscape and learn firsthand through dialogue with local businesses and individuals the necessity of qualitative market intelligence and the impracticality of an 'ivory tower' style business model development.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.