

University of Pretoria Yearbook 2016

Understanding dynamic markets 845 (GIA 845)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
Prerequisites	No prerequisites.
Contact time	28 contact hours per semester
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

The objective of this course is to evaluate the rising significance of frontier and emerging markets in the global economy and to explore the formulation of market entry strategies into each region. A number of questions are posed and considered.

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