

Universiteit van Pretoria Jaarboek 2016

Customer centric strategy 854 (GIA 854)

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

To create new wealth, an enterprise or start-up needs to be truly customer focused. What this means and how to go about achieving this is what this course is all about.

First, we look at the principles and practice of customer focused strategy, and how it differs from some of the traditional models being used, holding organisations back. Then, sessions will demonstrate how to uncover new “market spaces” and a tried and tested methodology called the “customer activity cycle” will be used to discover and uncover innovative products and services opportunities. The final part of the course looks at a systematic process for implementation of customer focus i.e. making it happen. What shapes success and failure? What makes a person an energizer driving change? What kinds of teams are needed when, how to involve silos, how and with whom to partner? How to test new ideas, pace and prioritise, and how internal and market take-up and scale-up can be achieved and sustained.

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.