
University of Pretoria Yearbook 2016

Contemporary issues in dynamic markets 886 (GIA 886)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Contact time	28 contact hours per 3 week cycle
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 2

Module content

Any organisation operating in a dynamic market needs to be aware of the opportunities and challenges that face them. The key aim of this elective is to develop a deeper and more critical understanding of dynamic markets along with the actors and factors that define them. The focus will change year on year depending on what the current trends are and students are advised to consult the elective manual each year for further guidance.

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