

University of Pretoria Yearbook 2016

Technology and emerging markets 828 (GIB 828)

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 1 or Semester 2

Module content

In this module 'technology' and 'emerging markets' will be brought together. The module will explore the challenges that business face when entering emerging markets with a technology enabled offering. The module will not be a theoretical discussion but will take students through practical application of frameworks and tools. The module will start with a technology trends analysis – looking at technology developments over the last 5-10 years and assessing how new and emerging technologies could change the way business is done. If emerging markets are “how” right now, they are certainly not all equally “hot” and the elective will look at emerging country assessment to determine how managers should go about assessing an emerging country.

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