
University of Pretoria Yearbook 2016

Understanding dynamic markets 845 (GIB 845)

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

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

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