



# Universiteit van Pretoria Jaarboek 2016

## Sales and business development 853 (GID 853)

|                               |                                                      |
|-------------------------------|------------------------------------------------------|
| <b>Kwalifikasie</b>           | Nagraads                                             |
| <b>Fakulteit</b>              | <a href="#">Gordon Institute of Business Science</a> |
| <b>Modulekrediete</b>         | 12.00                                                |
| <b>Kontaktyd</b>              | 28 kontakure per 3 weke siklus                       |
| <b>Onderrigtaal</b>           | Engels                                               |
| <b>Akademiese organisasie</b> | Gordon Institute of Bus Sci                          |
| <b>Aanbiedingstydperk</b>     | Semester 1 of Semester 2                             |

### Module-inhoud

\* Hierdie module word slegs in Engels aangebied.

The primary focus of this module is on sales, sales management and sales operations; with a secondary focus on business development. The module exposes students to the contemporary challenges faced in the selling process. The settings of the cases and the exercises used in the module are quite diverse in terms of the sizes of the organisations involved and the types of markets that they serve.

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.