

University of Pretoria Yearbook 2016

General management in dynamic markets 884 (GID 884)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
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

Dynamic markets encompass a broad range of countries that exhibit exciting economic growth prospects, have undergone significant political, social and cultural change and show encouraging signs of innovation along with policy and institutional developments to address the voids and complexities prevalent in these markets. Despite some progress, these fast growing markets tend to defy the norm of doing business.

In this integrative course students will be introduced to the particular opportunities and challenges of managing a business in countries where the accepted norms of doing business may not apply - countries that exhibit exciting growth opportunities, have undergone significant political social and cultural change, and show encouraging signs of innovation. The course will address political, social and cultural issues and the policy and institutional developments that address the complexities of these markets. Students will be given the skills to draw on the business functions introduced during the previous modules to execute effectively in environments where their business acumen has to be attuned to the unexpected and where outcomes that go well beyond the financial bottom line need to be considered.

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