

# University of Pretoria Yearbook 2017

## Technology and emerging markets 828 (GIB 828)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	12.00
<b>Contact time</b>	28 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Academic organisation</b>	Gordon Institute of Business S
<b>Period of presentation</b>	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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