

University of Pretoria Yearbook 2017

Innovating business at the base 839 (GIB 839)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

The aim of this module is to get you to put on the multiple hats of the researcher, the innovator, the consultant and the solution diviner. By the end of this programme you should be equipped with the skills to start planning how your business could tap into the potentially lucrative low-income market. To this end the module will introduce you to key concepts, theories and best case practices around serving the emerging consumer. Following this will be immersion into a township context where students gather data to understand the low-income landscape and learn first-hand through dialogue with local businesses and individuals the necessity of qualitative market intelligence and the impracticality of 'ivory tower'-style business model development.

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