

University of Pretoria Yearbook 2017

General management in dynamic markets 860 (GIE 860)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
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

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 module 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 module 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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