

University of Pretoria Yearbook 2019

Applied business project 751 (GIA 751)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	20.00
Programmes	PGDip General Management
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module is designed to enable students to analyse business problems, derive appropriate solutions, and communicate them effectively. Through classroom instruction and individual feedback, students learn to analyse a business case, generate and review solutions, and prepare a clear, logical written summary of their analysis. Students analyse the problem, conduct the appropriate research in the industry, apply the models and techniques covered, and prepare a consulting report for presentation to management and faculty.

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