



University of Pretoria Yearbook 2019

Global business strategy 861 (GIB 861)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 0.00 |
| Programmes | MBA Full-time MBA Modular MBA Part-time |
| Contact time | 7 contact hours |
| 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 will prepare students for the global elective by examining what makes countries and companies competitive globally. The concepts introduced at the beginning of the first year in the competitive organisation as part of the orientation programme will be re-visited and students will be helped to draw on their entire MBA experience to develop the critical ability to identify factors that enhance and restrain competitiveness. Special attention is given to the relative competitiveness of South Africa and the countries and regions to be visited, with special reference to the industries that will be studied.

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