
University of Pretoria Yearbook 2019

Contemporary issues in dynamic markets 3 876 (GIC 876)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 6.00 |
| 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 2 |

Module content

Any organisation operating in a dynamic market needs to be aware of the opportunities and challenges that face them. The key aim of this elective is to develop a deeper and more critical understanding of dynamic markets along with the actors and factors that define them. The focus will change year on year depending on what the current trends are and students are advised to consult the elective manual each year for further guidance.

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