

University of Pretoria Yearbook 2019

Sales and business development 853 (GID 853)

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| 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 |
| Department | Gordon Institute of Business Science |
| Period of presentation | Semester 1 or Semester 2 |

Module content

The primary focus of this module is on sales, sales management and sales operations; with a secondary focus on business development. The module exposes students to the contemporary challenges faced in the selling process. The settings of the cases and the exercises used in the module are quite diverse in terms of the sizes of the organisations involved and the types of markets that they serve.

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