University of Pretoria Yearbook 2019

Competitive global business strategy 850 (GIF 850)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	15.00
Programmes	MPhil International Business (Coursework)
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 2

Module content

This module will prepare students for the global environment by examining what makes countries and companies competitive globally. Students will be helped to draw on their entire experience to develop the critical ability to identify factors that enhance and restrain competitiveness. Special attention will be 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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