

# University of Pretoria Yearbook 2021

## Business dynamics in context 792 (GIA 792)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	8.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">PGDip in Business Administration Business Studies</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module helps students to understand the value of a research-focused approach to business in an era of rapid social and technological changes, globalisation and “big data”. This module reviews some of the basic elements of research, conceptualised as a systematic engagement with evidence and prior knowledge, and will require of students to start applying that understanding to current dynamics in the business context.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.