

University of Pretoria Yearbook 2021

Understanding dynamic markets 845 (GIB 845)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
NQF Level	09
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 objective of this module is to evaluate the rising significance of frontier and emerging markets in the global economy and explore the formulation of market-entry strategy into each region. A number of questions are posed and considered.

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