

University of Pretoria Yearbook 2021

Applied business project 751 (GIC 751)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	20.00
NQF Level	08
Programmes	PGDip in Business Administration - Part-time
Prerequisites	No prerequisites.
Contact time	24 contact hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 and Semester 2

Module content

The Applied business project is designed to enable students to develop their decision-making skills via tackling a societal issue from a business perspective. Syndicates will be expected to select a topic, identify a potential issue or opportunity, conduct research to understand the issue or opportunity, generate and review possible solutions, present a clear, compelling case for their chosen solution, and communicate this effectively.

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