

University of Pretoria Yearbook 2022

Environment of business 853 (GIJ 853)

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| Qualification | Postgraduate |
| Faculty | Gordon Institute of Business Science |
| Module credits | 15.00 |
| NQF Level | 09 |
| Programmes | MPhil (Corporate Strategy) (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 1 |

Module content

The aim of this module is to consider a set of themes that are key to developing an understanding of the current macro-environment of business and its forces, influences and consequences. Although the specific content of the module will vary according to events and dynamics currently being experienced, the underlying tools of analysis allow the students to develop a fuller understanding of how to analyse the most important dynamics that are at play in the macro-environment of business at any time, and thus to identify the implications for their businesses and prepare their businesses for change.

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