



University of Pretoria Yearbook 2017

Business dynamics in context 792 (GIA 792)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	8.00
Programmes	PGDip Business Administration Business Studies
Contact time	24 contact hours
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	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 model 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.

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