



University of Pretoria Yearbook 2020

International business management 369 (OBS 369)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 20.00

Programmes [BCom Supply Chain Management](#)

[BSc Information and Knowledge Systems](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites Admission to the exam in OBS 359

Contact time 2 lectures per week

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 2

Module content

International financial management

Purpose, scope and principles of international financial management; international cashflow management; foreign exchange risk and foreign exchange risk management; international investment and financing decisions; import and export management; import and export financing, and international purchasing and sourcing.

International management, leadership and market entry

International management and leadership; dimensions of strategic international human resource management; international market entry and introduction to international marketing strategy, and future perspectives on Southern Africa as an emerging market.

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