

# University of Pretoria Yearbook 2017

## International business management 369 (OBS 369)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BCom Business Management</a> <a href="#">BCom Entrepreneurship</a> <a href="#">BCom Supply Chain Management</a> <a href="#">BSc Information and Knowledge Systems</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	Admission to the exam in OBS 359
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	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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