



University of Pretoria Yearbook 2022

International business management 359 (OBS 359)

Qualification Undergraduate

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

Module credits 20.00

NQF Level 07

Programmes [BCom \(Business Management\)](#)

[BCom \(Marketing Management\)](#)

[BCom \(Supply Chain Management\)](#)

[BIT \(Information Systems\)](#)

[BSc \(Information and Knowledge Systems\)](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites OBS 114 or OBS 124 with admission to the examination in the other

Contact time 2 lectures per week

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 1

Module content

Introduction to international management

International business management; the process of internationalisation; growth in international trade and investment; the evolution of multinational enterprises; management perspectives on international trade and international trade theories; international trade regulation; economic integration; the formation of trading blocks, and free-trade areas.

The international business environment

The cultural environment of international business; the political and legal environments as well as the economic environment of international business; the international monetary system; the foreign exchange market; and international capital markets.

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