

# University of Pretoria Yearbook 2016

## Multinational enterprise business strategy 852 (GIA 852)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	9.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 contact hours per semester
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Gordon Institute of Business S
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module is about international business and the strategies of MNEs. This module is from the perspective of the MNE and should not be confused with economics or country competitiveness. Globalisation is not an option for any business; it is a strategic imperative. The same is true for countries, which cannot grow rapidly without access to global capital and skills. The current global economic crisis has highlighted the interconnectedness of businesses (local and international) and requires an understanding and appreciation of global business. This module aims to provide students with the skills necessary to develop global business strategies and meet the challenges entailed.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.