

Universiteit van Pretoria Jaarboek 2016

Multinational enterprise business strategy 856 (GIB 856)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	12.00
Kontaktyd	28 kontakure per 3 weke siklus
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

* Hierdie module word slegs in Engels aangebied. Verwys na die Engelse weergawe.

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.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertroud met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.