



University of Pretoria Yearbook 2016

International business management 780 (INR 780)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | BComHons Business Management |
| Prerequisites | Only for BComHons: Business Management students |
| Contact time | 1 lecture per week |
| Language of tuition | English |
| Academic organisation | Business Management |
| Period of presentation | Semester 1 |

Module content

The purpose of this module is to enhance the international perspective of South African business people and other interested parties in order to increase the competitiveness of local businesses. This can be done by the student gaining appropriate knowledge on international trade in general and international or multinational businesses in particular.

Study themes:

- Globalisation;
- National differences in political economy;
- International trade theory;
- Foreign direct investment;
- The strategy of international business;
- The organising of international business;
- Entry strategy and strategic alliances and
- Global marketing and RandD.

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