

University of Pretoria Yearbook 2016

International business management 369 (OBS 369)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom Business Management BCom Entrepreneurship BCom Option: Supply Chain Management BSc Information Technology Information and Knowledge Systems
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	Admission to the exam in OBS 359
Contact time	2 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	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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