



# University of Pretoria Yearbook 2016

## International business management 359 (OBS 359)

**Qualification** Undergraduate

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

**Module credits** 20.00

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

[BCom Communication Management](#)

[BCom Entrepreneurship](#)

[BCom Marketing Management](#)

[BCom Option: Supply Chain Management](#)

[BSc Information Technology 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** Both Afr and Eng

**Academic organisation** 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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