



University of Pretoria Yearbook 2016

International business management 359 (OBS 359)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module content	<p>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.</p> <p>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.</p>
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

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 each student to familiarise himself or herself 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.