

# University of Pretoria Yearbook 2017

## International business management 359 (OBS 359)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BCom Business Management</a> <a href="#">BCom Entrepreneurship</a> <a href="#">BCom Marketing Management</a> <a href="#">BCom Supply Chain Management</a> <a href="#">BSc Information and Knowledge Systems</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	OBS 114 or OBS 124 with admission to the examination in the other
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	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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