

University of Pretoria Yearbook 2017

International business management 369 (OBS 369)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | BCom Business Management BCom Entrepreneurship BCom Supply Chain Management BSc 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 | Separate classes for Afrikaans and English |
| 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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