

University of Pretoria Yearbook 2018

International business management 780 (INR 780)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Programmes	BComHons Business Management
Prerequisites	Only for BComHons (Business Management) students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

The purpose of this module is to enhance the international perspective of South African business people and other interested parties in order to increase the competitiveness of local businesses. This can be done by the student gaining appropriate knowledge on international trade in general and international or multinational businesses in particular.

Study themes:

- Globalisation;
- National differences in political economy;
- International trade theory;
- Foreign direct investment;
- The strategy of international business;
- The organising of international business;
- Entry strategy and strategic alliances and
- Global marketing and RandD.

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