

# University of Pretoria Yearbook 2019

## International business 842 (ENP 842)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

- International business environment; field of international business; venturing abroad; why internationalise?; foreign direct investment.
- Researching the foreign market; international product adaptation; international threats and risks.
- The global manager/entrepreneur, cultural aspects; internationalising of small firms: market entry costs, exchange rates, etc.
- Entrepreneurial opportunities: EU-ACP partnership; USA policy on Africa (ALGOA)
- Imports and exports; procedures and government policy; incentives; the use of export processing zones (EPZs).

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