

University of Pretoria Yearbook 2020

International business 842 (ENP 842)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	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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