

# University of Pretoria Yearbook 2020

## Managing the multinational corporation 853 (GIF 853)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">MPhil International Business (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1

### Module content

Operating across geographic and cultural boundaries is a reality in today's globalised world, and this module explains how to manage the multinational to support the achievement of strategic objectives in the international environment. This module deals with how line managers should engage with people, both employees and consumers/clients from different countries and cultures to achieve optimal performance. It uses a holistic approach and therefore includes operational or strategic elements that may need to be changed in response to employee and customer/client needs.

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